

The City of Newcastle

Policy

Customer Service Request 2010

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Policy Owner	General Manager
Prepared by	Customer Service, Communications and Consultation Services
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Amendments	
Relevant Legislation/Codes	Local Government Act 1993
Related Policies/Documents	<p>The City of Newcastle Customer Service Policy (2010)</p> <p>The City of Newcastle Managing Unreasonable Complainant Conduct Policy (2010)</p> <p>The City of Newcastle Managing Unreasonable Complainant Conduct Process (2010)</p> <p>The City of Newcastle Complaints Handling Policy (2010)</p> <p>The City of Newcastle Complaints Handling Process (2010)</p> <p>Managing Unreasonable Complainant Conduct Practice Manual – NSW Ombudsman (2009)</p> <p>Practice Note No.9 – Complaints Management in Councils – Division of Local Government (July 2009)</p>
Related Forms	

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Part A Preliminary

1. Purpose

This policy provides Council with a framework for:

- 1.1.1. assessing a customer service request and identifying the appropriate responses to the customer;
- 1.1.2. managing the service request for the duration of the action required to the completion; and
- 1.1.3. recording the service request in Council's Customer Relationship Management system.

2. Title, Commencement and Interpretation

- 2.1. This policy should be cited as **The City of Newcastle Customer Service Request Policy (2010)**.
- 2.2. This policy was adopted by the Executive Leadership Team on 12 January 2011

3. Definitions

- 3.1. In this policy, unless the context determines otherwise:
 - 3.1.1. **Act** means the *Local Government Act 1993* (NSW).
 - 3.1.2. **Case Officer** means the Council officer handling the service request.
 - 3.1.3. **Community** means residents of, and all organisations, within the Newcastle local government area.
 - 3.1.4. **Complaint** means an expression of dissatisfaction or grievance with Council including a policy, process, service or Council officer.
 - 3.1.5. **Complainant** means the person initiating the Complaint.
 - 3.1.6. **Council** means the administration of The City of Newcastle.
 - 3.1.7. **Customer** means the people to whom a Council officer provides products and services – internal OR external to Council i.e. includes but not limited to staff, Councillors, community and visitors.
 - 3.1.8. **Customer Relationship Management System (CRMS)** means the information system used to record and manage service requests at Council.
 - 3.1.9. **Executive Manager** means the General Manager or a Council Director.
 - 3.1.10. **Public Officer** means Council's public officer appointed under Chapter 11 of the Act.
 - 3.1.11. **Service Request** means a request for an action to be undertaken by OR information from Council staff initiated by a customer.
 - 3.1.12. **Supervisor** means the Case Officer's supervisor.
- 3.2. A reference to a clause is a reference to a clause of this Policy unless stated otherwise.

4. Objectives

- 4.1. In managing service requests, Council's objectives are to:
 - 4.1.1. establish and outline the commitment of Council to provide good customer service;
 - 4.1.2. outline Council's position regarding standards of service – responsibility, priority, timeframe and resources required for the service request;
 - 4.1.3. ensure equity and fairness in the allocation of resources across all service requests;
 - 4.1.4. improve efficiency in the use of resources;
 - 4.1.5. implement and consistently apply the strategies outlined in this Policy;
 - 4.1.6. provide Case Officers with the authority, skill, knowledge and support to effectively handle service requests; and
 - 4.1.7. allow Case Officers adequate time and resources to effectively handle service requests.
- 4.2. In managing service requests, Case Officers' responsibilities are to:
 - 4.2.1. show respect to all customers;
 - 4.2.2. attend to each service request from initiation to completion;
 - 4.2.3. recognise that dealing with service requests is part of Council's core work;
 - 4.2.4. demonstrate impartiality;
 - 4.2.5. communicate with the customer on the progress of a service request while unresolved;
 - 4.2.6. exhibit behaviours that are consistent with organisational values; and
 - 4.2.7. implement and apply the strategies outlined in this policy consistently.

Part B Managing Customer Service Requests

5. Process

- 5.1. The process for managing customer service requests is flowcharted in **The City of Newcastle Customer Service Request Process** document. In essence, the process identifies generic steps that need to be adhered to when acting on a service request.
- 5.2. There are over 1000 different activities that are generated from service requests in Council. The detail about the tasks that are carried out and information to be recorded for each service request will vary between activities.
- 5.3. Each service activity in Council has to be process-mapped and corresponding flowcharts developed with the following generic steps in mind:
 - 5.3.1. Receipt and record of the service request with customer contact details into the CRMS;
 - 5.3.2. Acknowledge the receipt of the service request;
 - 5.3.3. Identify appropriate Case Officer for the service request and distribute, if necessary;

- 5.3.4. If the service request requires time to action, provide customer with an explanation, contact details of Case Officer, approximate time of completion and a request reference number from the CRMS;
- 5.3.5. Record all responses and actions into the CRMS while the service request is unresolved.
- 5.3.6. At the completion of the service request, inform the customer and record actions in the CRMS.

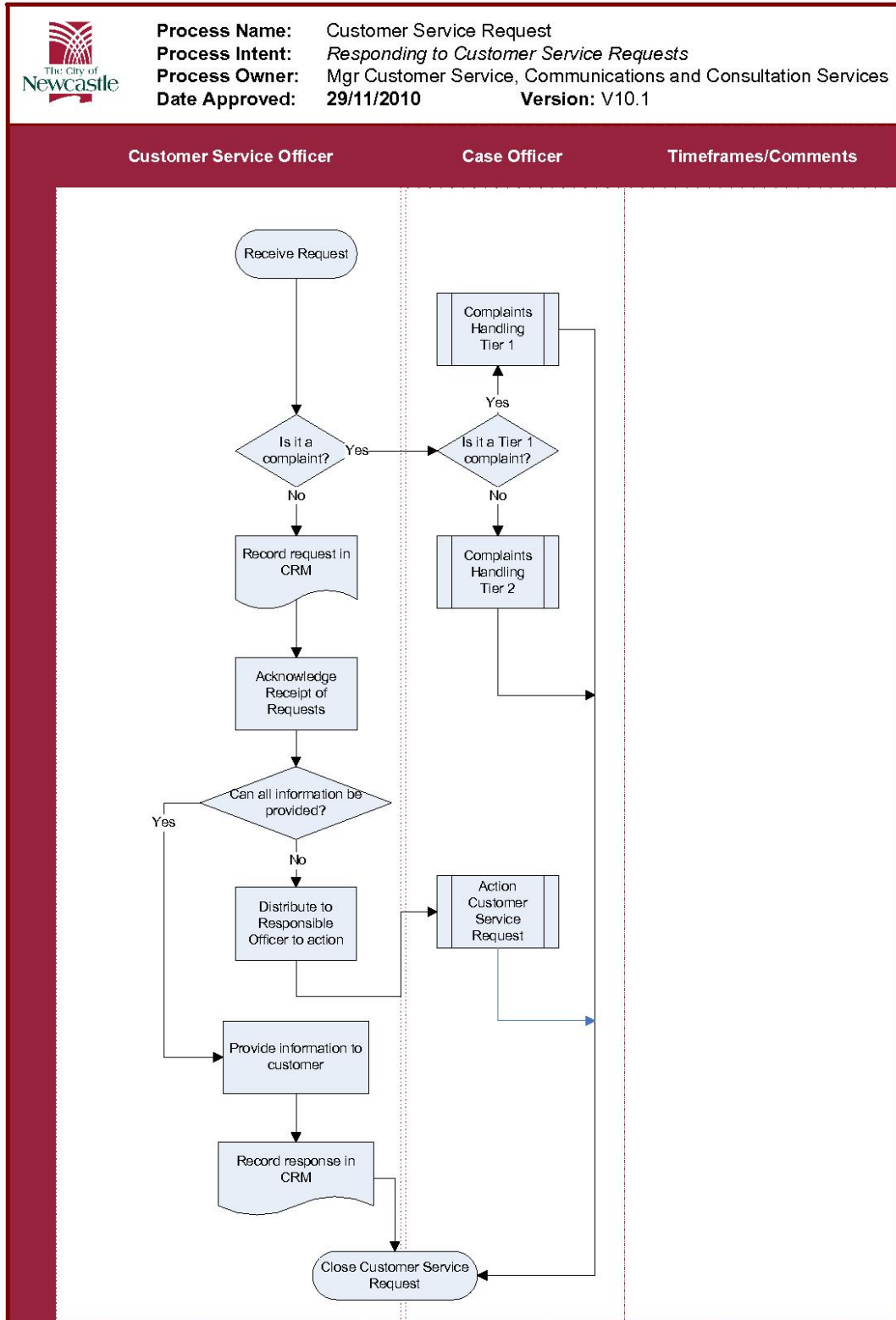
Part C Customer Service Request Register

6. Customer Relationship Management System

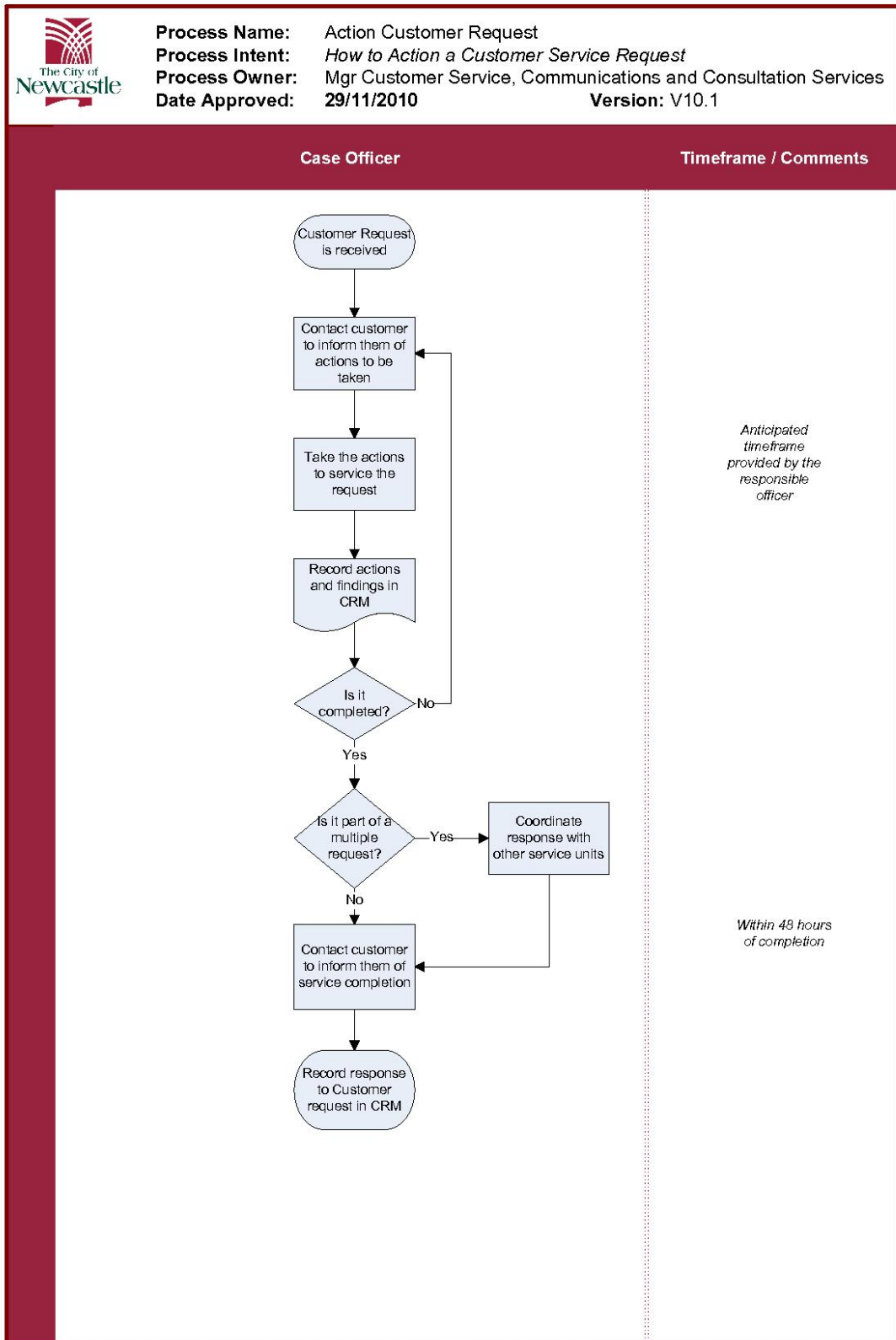
- 6.1. Council must maintain a customer service request register in the form of a Customer Relationship Management System (CRMS) that records:
 - 6.1.1. Contact details of the customer;
 - 6.1.2. Details and date of the service request;
 - 6.1.3. Details of actions relating to the service request;
 - 6.1.4. Details of responses provided to the customer; and
 - 6.1.5. The date that the service request was completed/resolved.
- 6.2. Until upgraded or replaced, Council's current CRMS include:
 - 6.2.1. Dataworks – external customer service requests;
 - 6.2.2. Building Engineering Information Management System – internal customer service requests relating to building, electrical and mechanical maintenance;
 - 6.2.3. Graphical Maintenance System – internal customer service requests relating to road inspection and defects; and
 - 6.2.4. IT Helpdesk – internal customer service requests relating to IT equipment and software maintenance.

Part D Process Flowchart

7. Customer Service Request



8. Action Customer Request



9. Councillor Service Request

