

PRESENTERS SUMMARY

**Justin Lynch,
General Manager,
City Services and Acting Deputy CEO
Adelaide City Council**

HAND OUT MATERIAL

Adelaide City Council is an organisation that is committed to improving the levels of service experienced by our customers. It is seen as imperative for the long term growth of our city that we strive to improve this experience each time they make contact with one of our front line employees.

For some time the City Services Division has been looking for a way in which it can demonstrate 'best practice'. City Services has employed the services of Customer Service Benchmarking Australia (CSBA). CSBA is a company that specializes in customer service quality assurance programs for many large Australian companies (Westpac, ANZ, AGL, TXU, RACV and SA Water) as well as councils (including Melbourne, Bankstown, Liverpool, Moreland, Geelong and Yarra).

The objectives of the Quality Assurance Program are:

- to provide staff with direct feedback on their service provision to better understand their strengths and weaknesses;
- to provide a framework within which we can assess how well we are perceived by our customers and to improve it;
- to have a methodology that can be presented to the wider community demonstrating our commitment to improvement; and
- to benchmark how well we perform in comparison to other councils and organisations.

Since December 2004 CSBA staff have regularly conducted 'customer experience situations' for Adelaide City Council service staff in the Call Centre, Customer Centre, Library & Community Centres, U-Park Car Parks, Aquatic Centre and Parking and Information Officers. This has been done through phone calls and face to face visits.

Each call and visit is rated on a number of well researched criteria that is seen as important to customers. The elements include manner (interesting, warm and friendly - 'smile in the voice'), enquiry resolution skills (including listening), product knowledge, provision of clear resolution and being polite and courteous.

On a monthly basis a summary report is provided to Council that provides an overview of our service provision for each area with comparison to other service providers. At the end of each survey period (ie quarter) a detailed report is provided containing the data analysis and appropriate comments. Opportunities for improvement of the performance of staff in each of the service areas being assessed as well as comparative assessment with other service providers is also provided.

Further details available from

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