

2015 LGPRO CUSTOMER SERVICE CONFERENCE 'Finding the Diamond Within' AWARD BOOKLET

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2015 AWARD FINALISTS

(listed in alphabetical order)

2015

LGPRO CUSTOMER SERVICE AWARD

'Finding the Diamond Within'



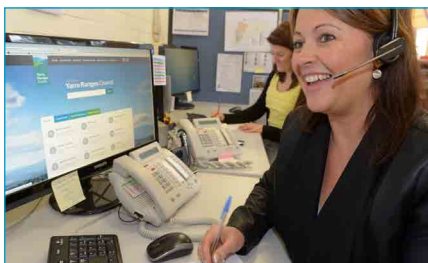
Four Pillars of Engagement Program City of Boroondara

In 2014, the City of Boroondara embarked on a journey to increase staff morale and engagement by adopting the Four Pillars of Engagement Program. The pillars are empathy, clarity, learning and engagement. The changes introduced were simple yet effective. In less than a year, the team's engagement score increased by 65%, its learning score doubled from 21% to 48 % and sick leave decreased by a staggering 70%. To bring the program to life, the team implemented several fun and innovative ideas including team challenges, trips and the development of an empathy coach. The Customer Service Team embraced the program and succeeded in creating a culture change which led to a significant increase in customer satisfaction.



Pathway Booking Module Pilot Program City of Port Phillip

The City of Port Phillip has broken new ground developing and implementing an "enterprise booking system" that can be used and shared across multiple teams enabling the meetings and events team to provide improved customer service. In 2013/2014 City of Port Phillip received more than 4,500 function requests including community events, commercial and internal bookings. This represents a 37% increase in demand over the previous year and a further 40% increase is forecast for 2015/2016. As a result of implementing the new booking system and the number of bookable open spaces available for the community has increased from nine to 24 spaces. The system significantly improved the customer experience through fast and secure online payment options and allowed customers to receive their permits faster and more accurately.



Correspondence Centralisation Yarra Ranges Council

In 2013, Yarra Ranges Council began the process of integrating the management of all Council correspondence into their contact centre. As a result they are well on their way to delivering consistent, multi-channel service delivery to the community, departments and councillors. The project was born out of a customer service vision of achieving an enhanced customer experience through the centralised management of all primary customer contacts.

Each team member played a key role in not only executing the project plan and supporting the team, but being organisational advocates for the change. The customer service team success in correspondence centralisation is a significant achievement not only for Yarra Ranges Council, but a step forward in multi-channel and holistic customer service for the sector.



2015 AWARD NOMINEES

(listed in alphabetical order)

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New Animal Registration Form
Cats and Dogs

There are some hard words in this form. The hard words are underlined. Click on the words to read what they mean on [eGippsland.com](#).

For a list of Animal Registration fees please visit [Council's Animal Fees and Fines page](#).

A member of the Customer Service Team will be in contact within one (1) working day to arrange for payment of this application once received.

Fill in this form if you have a new dog to cat. All dogs and cats must have a [microchip](#) and must be registered at 3 months of age.

Fields marked with an asterisk (*) must be completed.

Fill in your details

Name* (required)

Email address* (required)

Postal address*

Address where the dog or cat lives* (optional)

Phone Number

Home

Work

Mobile

Pension Card

Do you have a Pension Card? Yes (Pension Amount)

No

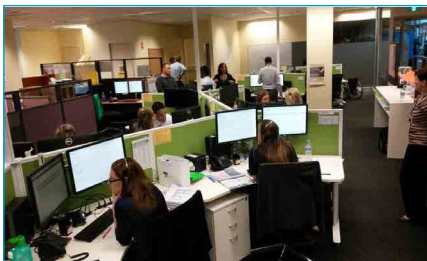
Pension Card (Scan or Photo)

Dog or CAT's Details (Animal 1)

Animal type (Animal 1)

Customer Service Accessibility Project – Website Forms East Gippsland Shire Council

East Gippsland Shire Council's new website was built to meet accessibility standards, but the content and documents within the site also needed to meet accessibility standards. The Disability and Discrimination Act 1992 and the Victorian Disability Act 2006, No. 23, require the supply of information and online services through the web to be accessible to all. Three business units came together to plan, build and implement a project to convert Council application forms to Plain English and HTML. The initiative has not only delivered real benefits to customers who are now able to access and submit forms online in one easy process, but also to the Customer Service staff who have seen a decrease in secondary correspondence which has given them more time to provide excellent customer service.



Place Focused Service Delivery East Gippsland Shire Council

As a first for Mallacoota, East Gippsland Shire Council has established a multi-functional Service Centre that provides all Council front of house services, access to library services, visitor information and the Council operated Mallacoota Holiday Park. This combination of Council, commercial and volunteer operated services delivered by

multi-skilled staff provides a unique model of customer service that is cost effective for the Council and a contributor to the sustainability of the community.

The establishment of the centre has delivered real benefits to the community and the organisation, assisting the Council to deliver a localised and responsive service.

Did you know?

That we handle in **excess** 250,000 contacts every year?

CLOSE THE LOOP

- Be Customer Focussed
- Reduce repeat calls and emails. Reduce avoidable contact.
- Make it easier for Customers, don't leave them guessing.
- Respond to Customers via the channel of their choice - phone, email, letter, facetime - to update progress on their requests within the timeframe specified.

A quick email or phone call will prevent numerous avoidable contacts and free up your time to focus on your work!

HUME CITY COUNCIL

Customer Focus Strategy Hume City Council

Hume City Council has been on a three year journey to redesign the Customer Service Department and implementing a Council wide Customer Focus Strategy. The initiative involved a 5 star model for customer service which aimed to improve the contact centre and provide a greater focus on working with other departments across the Council. The comprehensive training of all staff, the implementation of new communication tools, such as livechat and reviews of service through customer involvement, has created a significant cultural shift at Hume City Council and a view towards understanding what it means to 'walk in the customers shoes.'

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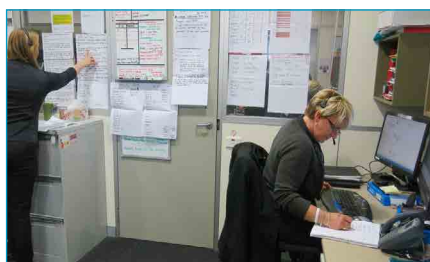
Process Improvements Top Statutory Planning Latrobe City Council

In the last 12 months Latrobe City Council's Statutory Planning Team has successfully more than halved the timeline to decide on applications. The Latrobe City Statutory Planning team has turned around from dealing with 33% of applications within the statutory timeframe under the Planning & Environment Act 1987, to dealing with 100% of applications three times in a row. The team achieved this by implementing a whole of Council improvement approach, from when an application is submitted to the final outcome. Alterations to the Council delegations, together with other internal and external improvements, have driven Latrobe City's planning services towards best practice. In particular, this change has delivered improvements in speed, consistency and efficiency for the community.



Customer Service Awareness Training Mildura Rural City Council

In 2013, the Customer Service staff at Mildura Rural City Council developed The Customer Service Awareness Training Program with the objective of demonstrating to all staff, whether dealing with internal or external customers and regardless of their position in the organisation, the importance of delivering a high standard of customer service to everyone in the community. The training program has enabled the team to view customer service on an organisational level, as well as encouraging proactive thinking about improving service delivery and providing positive experiences for all stakeholders.



Customer Service Emergency Management Plan Mitchell Shire Council

The Customer Service Team at Mitchell Shire Council have developed and implemented the Customer Service Emergency Management Plan which provides the team with the tools to provide excellent customer service under extreme circumstances and a work environment that fully supports the staff throughout a disaster, minimising the need for ongoing support afterwards. The Customer Service Emergency Management Plan is unique in plan and execution, from the innovative use of the Customer Service Call Centre as a Live Room to the holistic approach of looking after the welfare of staff members during times of extreme stress. Using this plan during the Mickleham-Kilmore Fire in 2014, the Customer Service Team were able to transition immediately into emergency mode, dealing with over 4000 calls and in-person enquiries in two weeks. Using their training and with adequate support, staff were able to manage a significant increase in customer contacts and still maintain effective service levels for non-fire affected residents.

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Customer Service Centre Implementation City of Monash

The City of Monash has successfully established a centralised, holistic and engaged Customer Service Centre which has resulted in significantly more consistent and responsive service delivery across the organisation. The initiative involved redeploying staff to the service centre and supporting them through training to increase their organisational knowledge and systems skills. Within two years the centre has succeeded in achieving substantial improvements in service, as measured in the Local Government Community Satisfaction Survey and reached impressive internal targets including 80% first contact resolution. This is a direct outcome of the team's efforts, their willingness to embrace change, learn new skills and flexibility.



Towards a Customer Centric Organisation City of Whittlesea

The Towards a Customer Centric Organisation project fundamentally and positively changed the way the City of Whittlesea provide first point of contact customer service for telephone, face to face and online contact. Walk up customer contact points have reduced from seven to three, telephone contact points have reduced from 10 teams down to one and the cost per transaction has decreased. Centralising the first point of contact has created an environment where customers who have access difficulties or specialist and multi-tiered enquiries are case managed by specially trained officers focused on providing high level and consistent service.