Your Say Adelaide

The Adelaide City Council invites engagement from the community about

Customer & Online Services

Reviewing customer service at Adelaide City Council

Project Summary

The Adelaide City Council is developing a Customer Service Strategy to help us become a Brilliant Service Provider. We'd like to get your feedback on how we service the community, and what's important to you as a customer.

Closely linked to this is the development of our Online Services Strategy. Your feedback will help tell us which services you want to be able to do online, and how you want to use Council's websites.

Please complete the feedback form provided to have 'Your Say' on shaping Council's customer and online services.

Consultation closes **5pm, Friday 19th of October**

Included in this consultation pack:

- Project Information
- Feedback Form
- Attachment – Current Online Services

For enquiries, please call

Joanna Beaumont

Senior Consultant, Customer Care

8203 7664

j.beaumont@adelaidecitycouncil.com

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Project Information

Purpose

The purpose of this consultation is to involve you, our customers, in creating the principles we deliver our customer service by, and to discover what kinds of services you want to be able to do online.

Background

Our draft 2012-2016 Corporation Plan outlines what kind of Council we want to be. Part of that plan involves the aspiration of Council becoming a Brilliant Service Provider. In order to consistently deliver brilliant service across Council, we need to create a Customer Service Strategy that is based on a solid understanding of what you, our customers, expect from us.

As part of this Strategy we want to look at how we provide customer service online. This will help to create a separate and dedicated Online Services Strategy that will guide us in providing online services to you.

To ensure we reach as many of our customers as possible, we will also be conducting face to face and phone interviews with existing customers.

Benefits of the project

On completion of the consultation, we will have a better view on how you, our customers want us to interact with you, and what aspects of customer service are most important to you, across all types of customer service including online. Feedback gathered will help us to create our Customer Service Principles, which will help inform our Customer Service Strategy.

Your feedback will also shape the services we will look to provide online, with a clear understanding of:

- Which services you go online for, when you want to use other mediums, and your reasons for this
- Which services you would like to do online, and what the priorities are
- What the barriers to using our current online services are

The long-term benefit of this consultation will help us to give better customer experiences, delivered more consistently across Council. It will help us in creating and delivering services based on your needs, rather than on our internal processes.

Timeline

The results of the consultation will be used to develop the Customer Service Principles. The Customer Service Principles will be published in early 2013, with the Customer Charter being created once the Principles are finalised.

Feedback will also be used to create the Online Services Strategy and help form key actions for implementation in future years.

Frequently Asked Questions

What services does Council currently provide online?
There are a number of existing online services available from our websites and mobile applications. A list of services is provided in the Attachment – Current Online Services.

How do I provide my feedback?

There are a number of ways in which you can provide feedback:

Feedback Form
Complete the Feedback Form which asks specific questions about your use of Council services.

Online/ Website
We have a dedicated website that provides you the opportunity for quick and efficient online feedback. Visit yoursay.adelaidecitycouncil.com for information about the project and online ways to provide your comments. Alternatively comments can be emailed to yoursay@adelaidecitycouncil.com

Written Submissions
All written submissions must be received by 5.00 pm on Friday the 19th of October and should be addressed to:

Community Consultation
Customer Service Strategy
GPO Box 2252, Adelaide SA 5001

Electronic submissions are available online at yoursay.adelaidecitycouncil.com, or alternatively comments can be e-mailed directly to yoursay@adelaidecitycouncil.com.

What happens to my feedback?

All feedback received will be collated and considered in the creation of the Customer Service Principles and Online Services Strategy.

How do I know my feedback has been received?

All feedback forms, submissions or correspondence will be acknowledged either by email or in writing so that you know your comments/feedback have been received.

Contact Person

For more information, please contact:

Name: Joanna Beaumont
Title: Senior Consultant, Customer Care
Phone: 8203 7664
Email Address: j.beaumont@adelaidecitycouncil.com

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Feedback Form

Feedback closes 5pm, **Friday the 19th of October**

This feedback form asks specific questions about the project and provides an opportunity for general comments. Providing contact details in a feedback form is optional.

Name

Address

E-Mail

Q1. How often do you come into contact with Adelaide City Council for services/information?

- ☐ Daily
- ☐ 1-2 times per week/several times a month
- ☐ Monthly
- ☐ Every few months
- ☐ Once per year
- ☐ Very rarely
- ☐ Once-off

Q2. Please list the 3 main reasons you come into contact with Council:

1.

2.

3.

Q3. What is the most common way you currently interact with Council? (one response only please)

- ☐ Face to face – Customer Service Centre
- ☐ Face to face – other areas, please specify:
- ☐ Phone
- ☐ Website
- ☐ Email
- ☐ Letter/fax
- ☐ Other

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Q4 Are there other methods you would prefer to use to interact with Council if they were available? (tick all that apply)

- ☐ Face to face – Customer Service Centre
- ☐ Face to face – other areas, please specify:
- ☐ Phone
- ☐ Online – self service of website's online services
- ☐ Online – CityChat (real time messaging) with Customer Service representative
- ☐ Online – video chat (e.g. using Skype) with Customer Service representative
- ☐ Social media (e.g. facebook/twitter)
- ☐ Email
- ☐ Letter/fax
- ☐ Other

Q5 What do you value as the most important aspects of customer service?

Q6 Council's goal is to become a Brilliant Service Provider. What do you see as the difference between receiving standard customer service and receiving brilliant customer service?

Q7 What are the key issues you believe Council should consider in its' customer service review?

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Council's website and online services have a large role to play in the way we interact with customers now and into the future.

Q8. If there was an online option available for you to interact with Council would you prefer it?

- ☐ Yes
- ☐ No
- ☐ Unsure

Q9. Why / why not?

Q10. What are the barriers to you using the internet as your preferred interaction with Council? (tick all that apply)

- ☐ There are no barriers / already use online
- ☐ Lack of internet access
- ☐ Task not available online
- ☐ Task not suitable for online
- ☐ Prefer to speak to a person/use another method/don't like using the internet
- ☐ Quicker/easier to contact someone rather than go online
- ☐ Impediment
- ☐ Other - please specify:

Q11. If you do currently interact with Council online, please indicate your level of satisfaction with the following features of Council's online services (eg. pay, book, request, report, apply, search, comment) (please circle)**:**

	Totally dissatisfied				Generally satisfied					Totally satisfied	
Ease of use	0	1	2	3	4	5	6	7	8	9	10
Simplicity of task	0	1	2	3	4	5	6	7	8	9	10
Speed of completion	0	1	2	3	4	5	6	7	8	9	10

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Q12. What are the top 3 Council related tasks that you would like to be able to do online? Please rank these in order of priority from 1 being the highest priority to 3 being the lowest:

1. Make a payment (eg. fine, rates, permits, application fees) _____
2. Make a booking (eg. golf, swim lesson, event, workshop) _____
3. Request a service (eg. new bin, library item, change details) _____
4. Report a problem/issue (eg. animal problem, graffiti, hazard) _____
5. Apply for something (eg. job, permit, licence, grant, development) _____
6. General enquiry/business enquiry _____
7. Make a complaint _____
8. Have your say/contribute to consultation _____
9. Search for something/just browse _____

Comments:

Q13. Please provide any other comments or feedback you'd like to give on Council's customer and online services below:

Written submissions must be received by: **Friday the 19th of October**

Community Consultation
Customer Service Strategy
GPO Box 2252 Adelaide SA 5001

Or

Email **yoursay@adelaidecitycouncil.com**

For all enquiries, please call
Joanna Beaumont, Senior Consultant, Customer Care on **8203 7664 or j.beaumont@adelaidecitycouncil.com**.

Thank you for your submission.

Please tell us more about you (Optional)

Gender ☐ Male ☐ Female

Year of Birth / Age Range _____

Postcode _____

Please tell us how you participate in city life (tick all that apply):

☐ Resident ☐ Business Owner ☐ Worker
☐ Student ☐ Leisure/ Recreation ☐ Shopper/ Visitor
☐ Other