



Wollongong City Council

Customer Service Charter



Our commitment

At Wollongong City Council, our customers & community aren't just at the heart of what we do - you're the reason we exist. We are dedicated to delivering efficient, inclusive, and accessible customer service that reflects our organisational values and supports the delivery of our Community Strategic Plan. We strive to meet the needs of our residents, businesses, and visitors with professionalism, respect, and integrity.

We strive to understand and meet our customer needs. This commitment guides our customer service delivery across Council, ensuring every interaction reflects our unwavering focus on service. We are here for you, always focused on your needs and striving to serve you better every day.

When you contact Council, we will:

- Be respectful, courteous, and impartial in all dealings.
- Identify ourselves when communicating with customers.
- Listen attentively and provide consistent, concise and clear information.
- Keep you informed on the status of your request or enquiry and close the loop when the request or enquiry is complete.
- Protect and respect personal information.
- Ensure that we uphold Council's values and Code of Conduct.

First contact resolution

At Wollongong City Council, we believe delivering exceptional customer service is a shared responsibility across all divisions. Our commitment to First Contact Resolution (FCR) goes beyond just our Customer Service Team (CST), it is about a commitment to creating seamless customer journeys that minimise complexity and frustration, ensuring a smooth and pain-free process for our customers.

We strive to resolve enquiries and requests during the first contact whenever possible. This ensures that you receive timely and efficient service, minimising the need for follow-ups. Whilst we recognise that not all requests can be resolved at the first point of contact, our goal is to create customer journeys that are seamless and remove any barriers that might cause failure demand.

This means that even if the process demands more than one touchpoint, the process is clear, consistent and straightforward from start to finish.

We aim to act with transparency, consistency, accuracy and completeness across all interactions. This collective effort supports our ambitions and ensures that customers move through their journey without unnecessary delays or complications. We all have a role to play in getting it right for our customers and we are dedicated to continuously enhancing our processes to deliver the best possible experience for our community. This focus saves our customers time and effort, allowing them to get back to their day without delays and deliver the best experience for our community.

Service standards

We aim to provide a seamless and positive experience in every interaction, including:

- **Prompt Responses:** We aim to address all interactions quickly and resolve general enquiries on first contact. If specialist help is needed, we'll direct your request to the right department and outline next steps.
- **Timely Correspondence:** We respond to all enquiries within agreed service levels. For complex enquiries, we provide periodic updates and set clear expectations.
- **Accessible Information:** We will ensure that current, accurate, and easily accessible information is available across all our platforms, including our website, social media, and other communication channels, to help you find what you need quickly and efficiently.

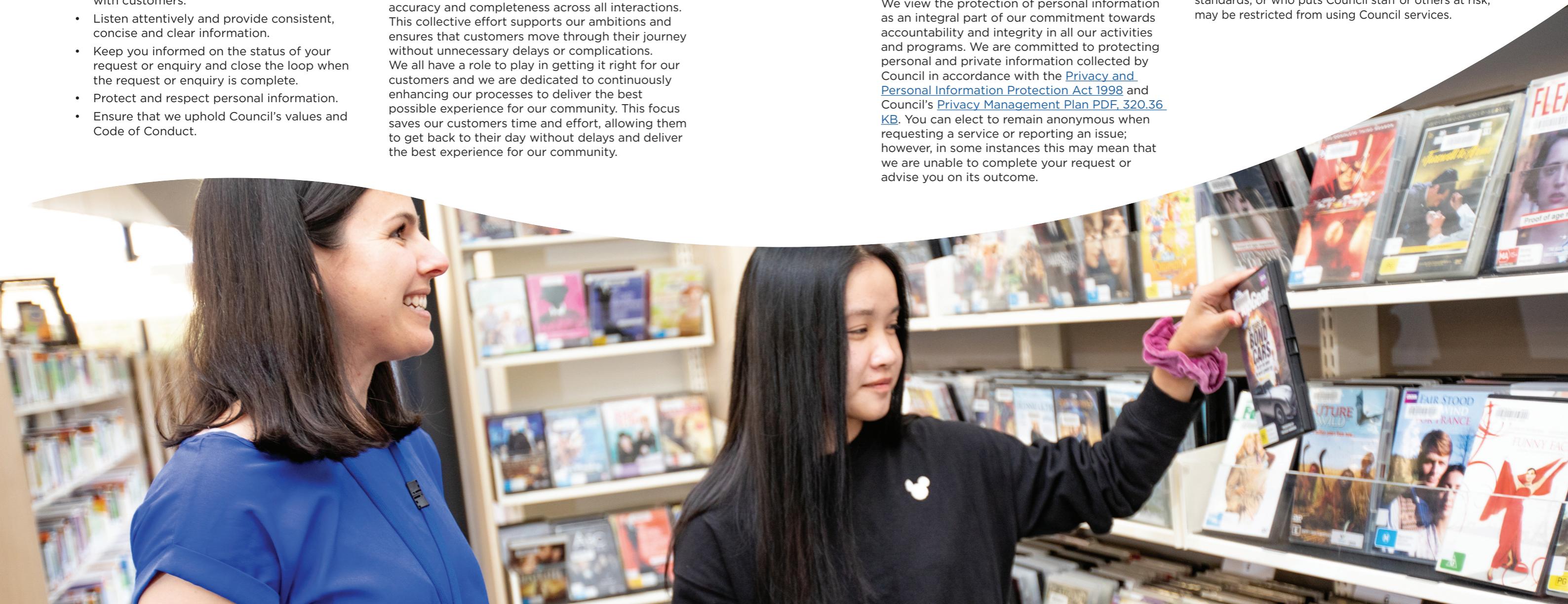
What we expect from you

Outstanding customer service is achieved through mutual respect. You can assist by:

- Treating staff with courtesy and respect.
- Respecting the rights of other customers and the community.
- Providing accurate and complete information when making enquiries or requests.
- Working with us to resolve issues.
- Refraining from bullying, harassing or intimidating staff or any person using a Council service.
- Providing constructive and respectful feedback to help us improve our services.

Unreasonable customer behaviour

If customers do not meet the above standards of behaviour, we will follow the procedures described in our [Unreasonable Conduct of Customers Framework](#). Any person who repeatedly fails to meet these standards, or who puts Council staff or others at risk, may be restricted from using Council services.



Accessibility and contact options

We acknowledge the diversity of our community and strive to offer quality service by recognising individual and community group needs.

Accessibility will look different depending on who we are interacting with, considering factors such as cultural background, age, gender, demographic and subject matter at hand. Our goal is to provide fair, unbiased, and accessible services to all customers, including support for individuals who are non-English speakers, legally blind, have low vision, are deaf, deafblind, and/or hard of hearing.

Customers can reach us via various methods, including phone, email, and in person visits.

We are committed to being nimble and adaptable, continuously exploring and evolving our service options to meet the diverse needs of our community, this includes embracing the latest technological advancements. You can always find the most current contact options on our website.

Engagement and proactive communication

We believe in proactive engagement with customers. This means not only being available when you reach out to us but also actively seeking to understand and address your needs. Our approach to interacting, communicating, and engaging with our customers is further enhanced by Council's Community Engagement Strategy and Community Participation Plan. These initiatives work in tandem to provide a holistic view of our engagement efforts, ensuring that we effectively serve our diverse customer base.

By aligning our customer service practices with these frameworks, we are better equipped to understand and meet the needs of our community, fostering a more inclusive and responsive service environment. Our commitment to accessibility and engagement ensures that all members of our community can interact with us in a way that is convenient and effective for them.

When things don't go right, or could be improved

We value your feedback, as it helps us to improve the way we provide our service to our community, and we are committed to addressing any concerns or complaints raised. If something is not right, we encourage you to contact us, so we have a chance to respond and improve. Our website provides details of how we manage [compliments, complaints and feedback](#).

Our commitment to continuous improvement

We are committed to continuously improving our services by:

- Actively seeking and valuing feedback to understand and exceed community needs and expectations.
- Embracing innovation and technology to enhance service delivery and accessibility.
- Regularly reviewing and refining our processes to ensure they are efficient, effective, and customer focused.
- Continuously training and developing our staff to ensure they have the skills and knowledge to serve you better.
- Expanding digital self-service options to give you convenient access to information - meeting you where you are, whenever you need it.
- Proactively reaching out to you to create a seamless and proactive customer experience.

On Dharawal Country, from the mountains to the sea, we value our natural environment, we respect each other, our past and future. We will be a sustainable, connected, vibrant, and innovative city, with a diverse economy.

We are a sustainable and climate resilient city

We have well planned, connected, and liveable places

We foster a diverse economy, and we value innovation, culture, and creativity

We have a healthy, respectful, and inclusive community



Wollongong City Council

wollongong.nsw.gov.au

Phone (02) 4227 7111



This publication is printed on recycled paper made from 100% post-consumer waste. WCC©5008492.6.25.PF