

# Customer Experience Charter

The Customer Experience Charter signifies the City of Swan's commitment to fostering a culture where our local community is front and centre. We strive to uphold the highest standards of service excellence.

The City of Swan is guided by three key principles that build a foundation for how we conduct ourselves and engage with you, our customers. All employees and contractors are expected to uphold these same principles, which are:



## 1. View processes from a customer lens

We are listening. We encourage two-way communication and will seek your opinion through regular surveys to improve and enhance service delivery to meet your needs.



## 2. Invest in technology

Technology will be used to support and provide more effective and efficient interactions for customers who want to feel empowered and in control of their experience.



## 3. Adaptable to customer needs

We want to give you choices. The City of Swan is committed to adapting our communication channels to ensure you can connect with us via a method that meets your unique needs.

### You can expect that:

- we will assist you with professional, polite, accurate and efficient service
- we will inform you of the process to resolve your query, making every effort to meet agreed timeframes
- employees will identify themselves by name and position, and in face-to-face interactions display their name badge
- we will take ownership and will aim to resolve your query at your first point of contact
- for enquiries of a specialised technical nature, our Customer Experience Centre will ensure you receive technical advice from a City employee
- ensuring accessibility for members of the community with disabilities, language barriers and cultural differences is paramount
- we will maintain and update our website with current information, with a core focus on self-service options.

### Our commitment



**Phone** – We aim to connect you with a Customer Experience Officer within one minute, 24 hours a day, seven days a week.



**Voicemail/Email/Website** – We aim to acknowledge within two business days and provide a response within seven business days.



**Mail** – we aim to post our response within ten business days.

Our normal business administration hours are 8am to 5pm Monday to Friday, excluding public holidays.

### Feedback

The City of Swan values your feedback. We encourage you to help us improve our programs and services by providing us with your feedback (compliments, complaints, and suggestions for improvement) via email at [feedbackteam@swan.wa.gov.au](mailto:feedbackteam@swan.wa.gov.au)

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[www.swan.wa.gov.au](http://www.swan.wa.gov.au)



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