



# Customer Service Charter

## City of Fremantle—Our commitment to you

At the City of Fremantle, our customers are our top priority. We set and strive to maintain the highest standards of customer service that is authentic and of real value. The purpose of our customer charter is to set out the City's commitment to customer service excellence and outline the key actions required to meet your expectations and to continuously improve the customer experience.

### Service standards

The charter sets out the service standards that can be expected and provides a focus for the City in how we can make the customer experience positive, worthwhile and consistent. At all times we aim to:

- Deal with enquiries in a polite and helpful manner, acting professionally at all times
- Be realistic about what we can do and in what time frames
- Listen to your views
- Provide you with clear and relevant information
- Take ownership of enquiries, follow up with you and keep you informed of progress through to completion
- Actively seek and use customer feedback of our services to continuously improve our processes and procedures.

Alternate formats available upon request

[fremantle.wa.gov.au](http://fremantle.wa.gov.au)

What I want as a customer	Our commitment to you	Measure of performance
<p><b>I want my query to be answered promptly</b></p>	<p>When you telephone us, your call will be answered within 20 seconds 80% of the time.</p> <p>We will answer your call courteously and professionally, identifying ourselves by name and area of the business.</p> <p>Where possible, we will manage your inquiry immediately. If your query or request is of a technical or specialised nature, we will redirect your call to the appropriate officer best able to assist you.</p> <p>Where there is an unexpected delay in answering your call, we will give you the option of leaving a message or requesting a call back.</p>	<ul style="list-style-type: none"> <li>• 80% of calls will be answered within 20 seconds</li> <li>• 90% of calls take less than three minutes to complete</li> <li>• The average call wait time for all calls received weekly and monthly is less than 15 seconds</li> <li>• The City records all calls for training and coaching purposes and reviews calls to ensure service quality standards are maintained</li> </ul>
<p><b>I want someone to contact me when they say they will</b></p>	<p>If you call a City officer directly and leave a message, we will return your call by the following day.</p> <p>If you are making a request for a service that requires action, we will advise you of the expected time frame to action your request. You will be given a reference number to quote should you need to re-contact us.</p> <p>Should you have an after-hours issue or emergency, we will provide a locally based 24 hour emergency contact service.</p>	<ul style="list-style-type: none"> <li>• Measurement through customer relationship management system</li> <li>• Adherence to the City's phone answering standards and service request standards</li> <li>• Feedback through customer service surveys</li> </ul>
<p><b>I want different options to be able to contact you</b></p>	<p>You can contact the City by telephone, email, in writing, in person, online and through social media.</p> <p><b>ON THE TELEPHONE</b></p> <p>We will endeavour to resolve customer enquiries through our customer contact centre at the first point of contact or ensure specialist enquiries are referred to the correct person.</p> <p><b>BY WRITING OR BY EMAIL</b></p> <p>Emails and online service requests will be acknowledged by email within one working day, with a customer request number for your reference.</p> <p>We aim to resolve your enquiry within 10 working days. If your enquiry requires in-depth research or follow-up that takes longer than 10 working days, we will contact you to inform you which department is managing your enquiry and when it is expected to be resolved.</p> <p><b>IN PERSON</b></p> <p>We will be professional and courteous, attending to you within five minutes of your arrival.</p> <p>If you have an enquiry about a complex issue, like planning or building, you may need to make an appointment. This way we can ensure a specialist officer is available to discuss your issue.</p> <p><b>SOCIAL MEDIA</b></p> <p>Monitor social media and respond if action is required within 24 hours.</p>	<ul style="list-style-type: none"> <li>• Adherence to the City's customer service standards</li> <li>• Feedback through customer service surveys</li> <li>• Measurement of all service standards achieved through KPI in Omni channel access</li> </ul>

What I want as a customer	Our commitment to you	Measure of performance
<p><b>I want someone to listen to me</b></p>	<p>We will greet you with warmth, respect, courtesy and understanding. We will listen to you and discuss your enquiry in detail.</p> <p>From time to time, we reach out to our customers and ask for feedback to get a deeper insight into how you feel about the City and what we can do to make it better. We use customer feedback to continuously improve both customer service and service delivery.</p>	<ul style="list-style-type: none"> <li>• Customer feedback</li> <li>• Customer surveys</li> <li>• Continuous Improvement</li> </ul>
<p><b>I want to deal with a Council that will do what it says it will do</b></p>	<p>The City ensures that all staff understand and live the customer commitments within this charter.</p> <p>With technical service requests or certified planning and building applications, we will meet statutory obligations and keep you informed of progress.</p>	<ul style="list-style-type: none"> <li>• Open and honest communication with all customers</li> <li>• Adherence to service standards established across the City</li> </ul>
<p><b>I want great service every time</b></p>	<p>We will continue to meet the standards set out in the customer service charter.</p>	<ul style="list-style-type: none"> <li>• Adherence to service standards established across the City</li> </ul>
<p><b>What can I do to help</b></p>	<p>Our responsiveness to you will be enhanced if you can:</p> <ul style="list-style-type: none"> <li>• Provide accurate and complete information so we can respond appropriately to your enquiry</li> <li>• Respect the right of other customers by being courteous</li> <li>• Work with us to solve problems</li> <li>• Understand that if a City officer feels they are being threatened, is the subject of abusive language or behaviour, that they may terminate any discussion or communication</li> <li>• Tell us where we may have let you down on our services so that we may improve</li> <li>• Be honest, courteous and interact in a professional manner</li> <li>• Speak politely to staff, even if you are frustrated.</li> </ul>	
<p><b>I want someone to listen to my concerns and complaints</b></p>	<p>We value your feedback and welcome your suggestions, comments, compliments and complaints.</p> <p>When receiving your feedback we will:</p> <ul style="list-style-type: none"> <li>• Acknowledge and address your feedback promptly</li> <li>• Consider all relevant information regarding your feedback and seek resolution</li> <li>• Communicate to you any decisions or actions taken regarding your feedback.</li> </ul> <p>If you are not satisfied with the way your feedback was handled or resolved, we will:</p> <ul style="list-style-type: none"> <li>• Escalate your concerns to a senior officer</li> <li>• If appropriate, offer further conciliation</li> <li>• Refer you to the Western Australian Ombudsman's Office.</li> </ul>	<ul style="list-style-type: none"> <li>• Customer feedback</li> <li>• Customer service surveys</li> <li>• Internal system reports</li> <li>• Continuous service improvement</li> </ul>





## Feedback and complaints

We want to be proactive about obtaining your feedback. From time to time, we may contact you to seek your feedback on your interactions with the City. Your experience with us is important and your feedback will enable us to provide a better service to the community.

We make every effort to be inclusive and accountable for our organisation's decisions and how they are made. We realise that sometimes, despite our best efforts, you may not be happy with the way we have performed a service, the behaviour of a City employee or contractor, the action or lack of action by the City which results in a failure to deliver on our commitment.

## How are complaints handled?

When receiving your feedback we will:

- Acknowledge and address your feedback promptly
- Consider all relevant information regarding your feedback and seek resolution
- Communicate to you any decisions or actions taken regarding your feedback.

## Resolving your complaint

If you are not satisfied with the way your complaint was handled or resolved, we will:

- Escalate your concerns to a senior officer
- Offer further conciliation, when appropriate.

If you are still not satisfied with the City's decision, you may wish to contact the Ombudsman Western Australia.

The contact details are as follows:

**Ombudsman Western Australia**  
**PO Box Z5386**  
**St Georges Terrace**  
**Perth WA 6831**



*Right: City of Fremantle Customer Service staff with their 2019/20 AIM WA Pinnacle Award for Customer Service Excellence.*

