



Customer Experience

2026 - 2029





“I am proud to introduce our Customer Experience Charter, which reflects our commitment to delivering exceptional service - by putting our customers at the heart of everything we do!”

Guided by our values – **WE DELIVER** by taking accountability and following through on our commitments; **WE BELONG** by treating everyone with respect and valuing different perspectives; **WE COLLABORATE** by sharing information to achieve the best outcomes; and **WE SERVE** by putting our community first.

By living these values each day, we ensure that every experience with Council is positive, consistent and leaves a lasting impression of reliability, care and trust. I am proud to introduce our Customer Experience Charter, which reflects our commitment to delivering exceptional service - by putting our customers at the heart of everything we do!

Delivering an exceptional customer experience is not just a goal – it is our shared responsibility and the essence of who we are as an organisation.

At the City of Whyalla, every interaction with our community matters, representing an opportunity to build trust, demonstrate care, and make a meaningful difference.

CEO Justin Commons,
on behalf of the Executive Leadership Team

Our Commitment

The City of Whyalla is committed to delivering exceptional customer service and driving positive outcomes for our community.



WE STRIVE

to be recognised as a trusted, high-performing organisation that delivers exceptional public value, providing the right services, at the right time, to meet the evolving needs of our community.

THIS CUSTOMER EXPERIENCE DOCUMENT

outlines our service commitments. It sets clear expectations for every interaction with us, explains how we support our community, and outlines clear pathways for feedback and continuous improvement.

Our vision



Whyalla City Council will be a high performing organisation where employees understand the importance they play in responding to the needs and expectations of our customers.

first time,

**To deliver an
excellent Customer
Experience
(CX)**

every time!

Our Customer Experience Goals

To realise our vision we are committed to the following priorities:

-  **1** Customer focused culture and leadership, underpinned by effective communication.
-  **2** Our employees value customers, are empathetic and responsive, and accountable for delivering a positive customer experience.
-  **3** Customer experience is central in the design of everything we do, when planning & delivering our services.
-  **4** Provide a customer experience that is effortless, accurate, and friendly.
-  **5** Deliver innovative technology solutions to improve the customer experience.
-  **6** Demonstrate accountability by implementing appropriate performance measures.

Our Guiding Principles

These principles shape how we serve our community:

Respect and courtesy

We treat every person with respect and professionalism.

Confidentiality

We protect customer information and uphold privacy.

Clear and Timely Communication

We provide accurate and clear information within reasonable timeframes.

Responsibility

We take ownership of our actions, put in place corrective actions, and learn from them.

Accessibility

Our services are inclusive and accessible to everyone.

Continuous Improvement

We seek feedback and use it to improve our service delivery and expand opportunities for self-service.

Our Values in Action

Our employees are guided by shared organisational values that underpin every interaction:



We deliver

By taking accountability and following through on our commitments.



We belong

By treating everyone with respect and valuing different perspectives.



We collaborate

By sharing information to achieve the best outcomes.



We serve

By putting our community first.



Our Service Standards

We set clear expectations for how we engage with our customers:



Phone calls

Answered within 4 rings.



Emails and return calls

Responded within 2 business days.



Social media

Responded within 2 business days.



Letters

Sent within 2 business days.



Simple – response sent within 5 business days,



Complex - response sent within 10 business days.



Face-to-face service

Always welcoming, respectful, and helpful.



Delays

Proactively communicated.



Accessibility

All digital and physical services meet accessibility standards.



Complaints

Acknowledged in writing within 2 business days.

What We Ask of Our Customers

Customers can help us deliver excellent service by:

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- ↘ PROVIDING HONEST AND ACCURATE INFORMATION.
 - ↘ TREATING OUR EMPLOYEES WITH RESPECT AND COURTESY.
 - ↘ BEHAVING APPROPRIATELY AND RESPECTING THE RIGHTS OF OTHERS.
 - ↘ FOLLOWING COUNCIL POLICIES AND PROCEDURES.
 - ↘ WORKING COLLABORATIVELY WITH US TO ACHIEVE THE BEST OUTCOME.
 - ↘ PROVIDING FEEDBACK AND SUGGESTING WAYS TO IMPROVE OUR SERVICES.

Employee Commitments

Our employees are central to the customer experience. Employees are expected to:

- Demonstrate professionalism, integrity, and respect in every interaction.
- Communicate clearly using plain English.
- Provide consistent, accurate information to support informed decision making.
- Take ownership of customer requests and ensure timely, relevant responses.
- Issue customer reference numbers to support tracking and transparency.
- Respond promptly when contact is requested.
- Record actions taken for all Customer requests.
- Actively identify and report actions for rectification and seek opportunities for improvement.
- Provide clear rationale supporting Council decisions and actions.



Technology and Tools

We invest in fit for purpose technology that enhances customer access, responsiveness, and efficiency. Recent innovations include:

MY LOCAL SERVICES APPLICATION

Supporting improved local service access.

SPACETOCO

Streamlining facility bookings and community space management.

EMAIL-TO-TEXT

Enhancing communication efficiency and responsiveness.

ELECTRONIC SIGN-IN REGISTER

Strengthening visitor management and safety protocols.

QR CODES

Providing instant access to websites, applications and contact information.

SOCIAL MEDIA

Proactively posting relevant updates and responding to social media comment.

BOOKEASY

Tourism booking platform.

Continuous Improvement

We review customer feedback and performance data to inform improvements. Monthly service request statistics and insights from our annual community survey help us identify trends and adjust services to better meet community needs.

Monitoring & Evaluation

Progress against this document will be tracked through:

- Internal quarterly progress reviews.
- Annual community satisfaction survey.
- Departmental reporting for all outstanding customer requests (CR).
- Yearly review of the annual action plan.
- Customer Experience (CX) performance incorporated into quarterly reporting to Council.

Feedback and Complaints

You can provide feedback or make a complaint at any time by:

Phone: 08 8640 3444

Email: council@whyalla.sa.gov.au

In person: Civic Building, 21
Grundel Street, Whyalla Norrie SA
5608

Mail: PO Box 126, Whyalla SA
5600

Note: All complaints must be submitted in writing.

Service Requests vs Complaints

Requests for Service

A request for service is when Council is asked to provide information or take action. Examples include reporting a pothole, requesting a new bin, or enquiring about permits.

Complaints

A complaint is an expression of dissatisfaction with an action taken, lack of action within agreed Service Standards, decision made, or service provided by Council or a Council contractor. Examples: if a reported issue has not been fixed, you are not happy with the standard of service that you received, or you disagree with a decision.

What is not a Complaint?

Not every concern raised with Council is considered a complaint. Some matters fall outside the complaints process, such as:

- A first-time request for service (e.g., reporting a pothole, requesting a new bin, notification or advice about neighbours, noise, dogs or waste).
- A request for information or an explanation of Council policies, procedures, or decisions.
- Matters that are outside of Council's responsibility or authority.
- Feedback, suggestions, or ideas for improvement.
- Issues that are already being dealt with through a legal or statutory process (e.g., fines, planning appeals).

City of Whyalla – Customer Experience Standards

These standards represent our service level commitments to the community. They form part of our broader strategy to deliver timely, responsive, and transparent services that reflect our values.

Why These Standards Matter

Our service commitments are not only operational benchmarks, but support our Customer Experience goals by:

- Building public trust through responsiveness.
- Demonstrating accountability.
- Enabling consistent service experiences across Council.
- Informing performance measurement and continuous improvement.

Each standard is aligned to a key service area and includes clear timeframes to support accountability, transparency, and performance monitoring.

COMMUNICATION AND CUSTOMER ENGAGEMENT

Return phone calls and emails	SERVICE STANDARD	Within 2 business days
Acknowledge initial written correspondence		Sent within 2 business days
Update customer contact details		Within 5 business days
Acknowledge new event applications		Within 5 business days

WASTE AND RECYCLING SERVICES PROVIDED BY VEOLIA

Missed domestic bin collection	SERVICE STANDARD	Collected within 1 business day
New bin service (supply of bins) or bin repair or replacement		Actioned within 10 business days

ROADS, FOOTPATHS AND INFRASTRUCTURE

Hazardous footpath repairs, road or pothole and stormwater issues	SERVICE STANDARD	Made safe within 24 hours
Other footpath, road or stormwater issues		Repaired under the general maintenance program

TREES AND VEGETATION MANAGEMENT

Hazardous tree issues	SERVICE STANDARD	Made safe within 24 hours
Other tree issues		Addressed under the general maintenance program

COMPLAINTS

Complaints - Acknowledged	Within 2 business days
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PERMITS AND DEVELOPMENT

Illegal dumping (Council land)	Investigated within 3 business days
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Abandoned vehicles	Investigated within 3 business days
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Parking issues	Investigated within 1 business day
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Health reports	Investigated within 3 business days
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Dog attacks	Investigated within 1 business day
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General animal reports	Investigated within 3 business days
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Burning reports	Investigated within 1 business day
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PERMITS AND DEVELOPMENT

City works permits	Processed within 5 business days
Residential - Accepted (no planning required)	Decision within 6 weeks
Residential - Deemed to Satisfy (fast-tracked)	Decision within 7 weeks
Residential - Performance Assessed	Decision within 10 weeks
Residential - Performance Assessed (with notification)	Decision within 20 weeks

Note: Requests for additional information or referrals to external agencies may extend these timeframes. For commercial/industrial applications, refer to the Plan SA Portal.

Customer Experience Action Plan 2026 – “Customer First”

This Action Plan outlines the phased delivery of initiatives aligned to our Customer Experience document. It is designed to embed a customer first culture, strengthen performance, and deliver measurable improvements over time.

CULTURE AND LEADERSHIP

- ◇ Annual Customer First, customer service training for all employees, tracked in Skytrust.
- ◇ Include CX questions in the Community survey.
- ◇ Customer Service added as a standing agenda item in team meetings.

PEOPLE SKILLS

- ◇ Clarify service expectations & response times across the organisation.
- ◇ Monthly internal CX campaigns and communications.
- ◇ Embed SMART customer service goals in PDP plans for all employees.

Customer Experience

Action Plan Summary 2026

SERVICE DELIVERY

- ◇ Develop and present a Customer Experience document for all employees.
- ◇ Develop a Customer First postcard for employee awareness.
- ◇ Gather information to commence customer profiling, creating detailed portraits of our customers.
- ◇ Gather information to commence customer journey mapping, creating a visual representation of our customer's entire experience with Council.

PROCESSES

- ◇ Develop and implement a process for acknowledging and closing customer requests.
- ◇ Promote the use of online service tools such as My Local Services application and online forms.
- ◇ Improve internal sharing of service information and public updates.
- ◇ Implement a monthly phone survey to capture customer satisfaction and analyse the results and feedback to support continuous improvement.

TECHNOLOGY

- ◇ Expand self-service and online form offerings.
- ◇ Introduce an electronic visitor sign-in system.
- ◇ Explore new CRM and AI support tools.
- ◇ Roll out the SpacetoCo platform for venue bookings.
- ◇ Introduce the Bookeasy tourism booking platform.

CONTINUOUS IMPROVEMENT

- ◇ Quarterly customer service reporting.
- ◇ Monitor and share customer request close-out rates with the Executive Leadership Team and Managers.
- ◇ Monitor and share with Managers customer request close outs, with no action recorded.
- ◇ Monitor website content for accurate public info.
- ◇ Analyse complaints and trends to drive service improvement.

Culture and Leadership

Customer focused culture and leadership – working together as “One Council” underpinned by effective communication.

TASK / ACTION	WBS NO.	HOW WILL WE DO THIS	HOW WILL WE MEASURE THIS	TASK OWNER LEAD	TASK OWNER ACCOUNTABLE	START DATE	DUE DATE
Deliver mandatory organisation-wide customer service training to ensure all employees understand their role in creating positive customer experiences.	1.1	Research, engage, and implement an initial Customer Experience (CX) training package, followed by annual refresher training for all employees. Completion to be tracked in Skytrust and incorporated as mandatory training in the Training Needs Analysis (TNA).	Number of employees who complete the CX training as recorded in Skytrust.	People & Culture, ELT and Departmental Managers	CX Co-ordinator	Dec 2025	Mar 2026
Incorporate Customer Experience (CX) questions into the Community survey to assess service effectiveness and identify areas for improvement.	1.2	Include targeted CX questions in the community survey through active participation in the Annual Survey Working Group.	Qualitative and quantitative results and feedback from survey responses.	Annual Community Survey Working Group	CX Co-ordinator	Oct 2025	Jan 2026
Ensure consistent organisational focus on customer service by embedding it into regular team communications.	1.3	Add a standing Customer Service (CS) item to the agenda of all departmental meetings discussing our values and behaviours.	Evidence of CS agenda items and related discussions in meeting agendas and minutes.	Departmental Managers	ELT	Dec 2025	Dec 2026

People skills

Our people value customers, are empathetic and responsive, and are accountable for delivering positive customer experiences.

TASK / ACTION	WBS NO.	HOW WILL WE DO THIS	HOW WILL WE MEASURE THIS	TASK OWNER LEAD	TASK OWNER ACCOUNTABLE	START DATE	DUE DATE
Educate employees across the organisation regarding our customer service expectations.	2.1	Develop and circulate an internal brochure outlining response timeframes, call handling, and follow-up expectations.	Monthly review of CS timeframes using SynergySoft.	ELT and Departmental Managers	CX Co-ordinator	Jan 2026	Mar 2026
Launch an internal Customer Experience campaign to reinforce the importance of delivering positive customer experiences.	2.2	Distribute monthly emails to employees highlighting CX principles.	Record of monthly emails sent.	ELT and Departmental Managers (support and reinforce culture)	CX Co-ordinator	Nov 2025	Dec 2026
Include customer service SMART goals in employee Professional Development Plans for 2025/2026.	2.3	Explore options in the PDP process to integrate CS SMART goals into all employees' PDPs.	Number of PDPs that include CS smart goals.	People & Culture, ELT and Departmental Managers	CX Co-ordinator	Nov 2025	Mar 2026

Service delivery

Customer experience is central to the design of everything we do, when we plan and deliver our services.

TASK / ACTION	WBS NO.	HOW WILL WE DO THIS	HOW WILL WE MEASURE THIS	TASK OWNER LEAD	TASK OWNER ACCOUNTABLE	START DATE	DUE DATE
Develop a Customer Experience framework document.	3.1	Research and develop a CX document for organisation-wide rollout.	Document presented to ELT and Council wide.	Customer service team, approved by ELT	CX Co-ordinator	Jul 2025	Mar 2026
Deliver a Customer Experience Postcard for 2026	3.2	Design and distribute a CX Postcard with the theme "Customer First".	Postcard rollout to all employees.	Approved by ELT	CX Co-ordinator	Dec 2025	Mar 2026
Gather information to commence customer profiling, creating detailed portraits of our customers.	3.3	Commence building comprehensive customer profiles to inform a deeper understanding of our customers and how we can meet their needs.	Survey analysis to track service improvements.	Customer Service Team, Annual Community Survey Working Group	CX Co-ordinator	Apr 2026	Dec 2026
Gather information to commence customer journey mapping, creating a visual representation of our customer's entire experience with Council.	3.4	Create journey maps to visualise the customer's end-to-end experience, providing insight into pain points and opportunities for improvement.	Completed customer profile report.	Customer Service Team	CX Co-ordinator	Apr 2026	Dec 2026

Processes

Provide a customer experience that is effortless, accurate and friendly.

TASK / ACTION	WBS NO.	HOW WILL WE DO THIS	HOW WILL WE MEASURE THIS	TASK OWNER LEAD	TASK OWNER ACCOUNTABLE	START DATE	DUE DATE
Keep customers regularly informed throughout service delivery.	4.1	Develop and implement a process for acknowledging and closing customer requests.	Monthly reporting on CS timeframes via SynergySoft.	ELT and Departmental Managers (support and reinforce)	CX Co-ordinator	Dec 2025	Mar 2026
Promote awareness and usage of online service platforms.	4.2	Actively promote tools such as My Local Services (MLS) and online forms.	Number of MLS and online form submissions per month.	Customer Service Team, Media & Communications	CX Co-ordinator	Jul 2025	Dec 2026
Improve internal and external communication.	4.3	Encourage departments to share important information with both the public and employees.	Implement a monthly phone survey to capture customer satisfaction and analyse results.	Customer Service Team	CX Co-ordinator	Jan 2026	Dec 2026
Be a trusted source of reliable and timely customer information.	4.4	Regularly update brochures, posters, and electronic forms in public areas.	Number of complaints about outdated information.	All of Council	CX Co-ordinator	Jul 2025	Dec 2026

Technology

Deliver innovative technology solutions to improve our customer experiences.

TASK / ACTION	WBS NO.	HOW WILL WE DO THIS	HOW WILL WE MEASURE THIS	TASK OWNER LEAD	TASK OWNER ACCOUNTABLE	START DATE	DUE DATE
Expand online services and forms.	5.1	Identify additional processes suitable for online self-service and interactive forms.	Number of new forms and processes available online.	All of Council	CX Co-ordinator	Jan 2026	Dec 2026
Introduce an electronic visitor sign-in system.	5.2	Source and implement an electronic sign-in register in the Customer Service area.	Electronic visitor sign-in system fully implemented and operational in the Customer Service area by Jan 2026.	IT Department, Customer service	CX Co-ordinator	Jul 2025	Jan 2026
Investigate a new Customer Relationship Management (CRM) system.	5.3	Explore CRM solutions that support automation and customer interaction preferences.	Report outlining potential CRM systems.	IT Department	CX Co-ordinator	Jul 2026	Dec 2026
Explore Artificial Intelligence to support self-service.	5.4	Investigate AI tools such as Robotic Process Automation for customer interactions.	Report outlining viable AI systems.	IT Department	CX Co-ordinator	Jul 2026	Dec 2026
Implement online venue booking via SpacetoCo.	5.5	Roll out the SpacetoCo platform to manage electronic venue and ground bookings.	Online reports showing booking numbers.	Events & Tourism Lead, SpacetoCo Working Group	CX Co-ordinator	Jul 2025	Dec 2025

Continuous improvement

Demonstrate accountability by implementing appropriate performance measures.

TASK / ACTION	WBS NO.	HOW WILL WE DO THIS	HOW WILL WE MEASURE THIS	TASK OWNER LEAD	TASK OWNER ACCOUNTABLE	START DATE	DUE DATE
Enhance visibility through customer request reporting.	6.1	Analyse CS statistics monthly and provide quarterly reports to ELT and Council.	Quarterly Customer Experience reports.	CX Co-ordinator	CX Co-ordinator	Jul 2025	Dec 2026
Monitor employee performance in Customer request closeouts.	6.2	Send Managers a monthly report detailing outstanding CR for all team members.	Monthly reports delivered by the 20th of each month to People Managers for review.	ELT and People Managers	CX Co-ordinator	Oct 2025	Dec 2026
Employees to record actions taken, in all Customer requests.	6.3	Send Managers a monthly report for all team members, detailing closed CR with no action entered.	Monthly reports delivered by the 20th of each month to People Managers for review.	ELT and People Managers	CX Co-ordinator	Jan 2026	Dec 2026
Improve website content accuracy.	6.4	Monitor website and assign content to owners to ensure website information is current.	Number of complaints about incorrect website information.	Media & Comms	CX Co-ordinator	Jul 2025	Dec 2026
Strengthen complaints management processes.	6.5	Conduct regular reporting and root cause analysis of complaints.	Quarterly reporting to ELT.	P & C, People Managers	CX Co-ordinator	Dec 2025	Dec 2026



VISITOR INFORMATION CENTRE

MAPS
MERCH
TOUR
INFO
LOCAL
KNOWLEDGE
WHAT'S ON

9.30am - 1.30pm
FRI SAT SUN MON

YALLA.COM

CONNECT DEEPER AND LEAVE FEELING

A WHOLE LOT LIGHTER.

FIND YOUR WILD SIDE,

YOUR EDGE, YOUR YEARNING TO ROAM, IGNITE YOUR SPIRIT

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