

# CUSTOMER EXPERIENCE STRATEGY PROJECT PLAN

## 1. Purpose

To develop and implement a plan that supports a respectful, responsive, and community-aligned service culture across the Shire. This project will deliver a Strategy and revised Customer Service Charter, co-designed with Council, community, and staff feedback.

## 2. Objectives

- Understand community expectations for service and communication.
- Co-design a customer-first vision with strategic actions.
- Improve service consistency, clarity, and accessibility.
- Establish measurable standards and customer feedback mechanisms.
- Empower staff to deliver excellent customer experiences.
- Create a culture of continuous improvement.

## 3. Project Phases

### Phase 1: Planning and Initiation

**Duration:** Now to Mid-2025.

**Focus:** Establish project scope, governance, and early actions.

#### Activities:

- Review existing service data.
- Identify current pain points (e.g. delayed response times, unclear processes).
- Implement the interim Customer Service Charter.

### Phase 2: Engagement and Research

**Duration:** Mid-2025.

**Focus:** Understand current experience and community needs.

#### Activities:

- Conduct a community survey (online, hard copy, QR codes at offices and events). Example questions include “what matters most to you when contacting the Shire?”, “how easy is it to get information or assistance?”
- Run staff pulse surveys to understand internal culture and challenges.
- Benchmark with other local governments to identify best practices.
- Analyse findings to identify common service themes and improvement areas.

**Phase 3: Draft Strategy and Revised Charter****Duration:** Mid - Late 2025.**Focus:** Create the draft Strategy and revised Charter.**Activities:**

- Develop Customer Experience Principles (e.g. Respectful, Responsive, Clear, Accountable).
- Set strategic objectives (e.g. improve communication, streamline access, embed accountability).
- Draft the Customer Experience Strategy 2025–2028 with proposed actions and measures.
- Draft a revised Customer Service Charter aligned with the Strategy. This version will include defined service commitments, responsibilities, and complaint pathways.

Example strategy goals:

- Create a contact model for common queries.
- Build a customer service training program for frontline staff.
- Simplify standard response templates and forms.

**Phase 4: Community and Staff Consultation****Duration:** Late 2025.**Focus:** Test and refine draft documents.**Activities:**

- Publish draft documents for public review (website, print copies at offices).
- Seek formal feedback via surveys, community info sessions, or stakeholder meetings.
- Offer targeted feedback channels for key user groups (seniors, businesses, and community groups).

**Phase 5: Final Adoption and Launch****Duration:** Early 2026.**Focus:** Council adoption and promotion of final documents.

**Activities:**

- Present final Strategy and Charter to Council for adoption.
- Launch campaign to share outcomes:
  - Website and social media updates
  - Posters in Shire offices and public buildings
  - Inclusion in rates notices or newsletters
- Internal briefings and staff training on the new approach and standards.

**Phase 6: Implementation and Ongoing Monitoring****Duration:** 2026 – 2028.**Focus:** Roll out key initiatives and track performance.**Activities:**

- Implement priority actions from the strategy.
- Conduct annual customer satisfaction pulse surveys.
- Regularly report progress to the Council and the community.
- Update staff training and onboarding materials.
- Review the strategy at the end of the term to inform the next cycle.

**4. Governance and Roles**

Role	Responsibility
<b>CEO</b>	Project sponsor and lead
<b>Executive Team</b>	Oversees integration with operations
<b>Staff Champions</b>	Promote internal engagement and culture
<b>Staff</b>	Contribute ideas and feedback and undertake project tasks
<b>Community</b>	Contributes ideas, feedback, and expectations
<b>Council</b>	Contribute feedback and endorse final documents

**5. Risks and Mitigations**

Risk	Mitigation
<b>Low engagement levels</b>	Broad promotion, use of local networks, easy-access formats
<b>Internal capacity constraints</b>	Phased approach, focus on small wins, use staff champions
<b>Expectations exceed resourcing</b>	Set realistic commitments and communicate openly
<b>Strategy not embedded</b>	Assign owners, embed into KPIs and annual reports

## **6. Evaluation, Success Measures, and Reporting**

Annual measures may include:

- Community satisfaction survey scores and trends.
- Responsiveness metrics (enquiry resolution).
- Uptake of self-service tools and online forms.
- Feedback loops (integration into service improvements).
- Staff capability development (e.g. training hours, feedback mechanisms).
- Annual reporting to Council.