



Lifestyle and opportunity @ your doorstep



Customer Feedback Policy

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Change History

Version	Issue Date	Author	Reason for Change
0.1	12 August 2010	Customer Service	Initial Creation of Document Endorsed by Council
1.0	9 March 2011	Customer Service	Implementation date
2.0	23 April 2021	Communications and Engagement	Document transitioned to new template, revised for plain English and made consistent with current best practices for policies. Procedures removed and placed in their own document.

Customer Feedback Policy		
Owner: Communications and Engagement	Accountability: Feedback and Business Improvement Coordinator	Endorsed: 9 March 2011
CM Reference: D21/55093	Last review date: 23 April 2021	Next review date: 31 March 2023



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1. Scope

We realise that sometimes, despite our best efforts, people may not be happy with the way we have performed a service. The Customer Feedback Policy and Customer Feedback Procedures provide a framework to ensure that feedback received is handled in an appropriate, effective and systematic way.

This Policy applies to all service level complaints, formal complaints, compliments and general feedback received by the City of Ryde from its customers.

2. Purpose

This Policy aims to identify service improvements, increase customer satisfaction, strengthen customer input into our services, acknowledge areas of excellence and respond effectively and independently to individual cases of dissatisfaction.

3. Principles / Responsibilities

The implementation of this policy should help:

- create a second chance to provide service and satisfaction to dissatisfied customers,
- identify areas or processes that need improvement,
- identify areas of good performance and customer satisfaction;
- provide opportunities to strengthen public confidence in Council, and
- inform planning and allocation of resources decisions.

We will achieve our objectives by:

- staff and customer awareness of the Customer Feedback Policy and the Customer Feedback Procedures and commitment to our procedures.
- encouraging and facilitating feedback from customers and using this information to improve services and facilities;
- recognising and rewarding excellent service to our customers;
- ensuring customer satisfaction in all areas of our business;
- rewarding and recognising staff who have excelled in customer service.
- ensure customer's complaints are taken seriously and reviewed independently.

Title of Policy		
Owner: Department	Accountability:	Endorsed:
CM Reference: D10/	Last review date:	Next review date:

Service Guarantee

The City of Ryde understands the importance of receiving customer feedback and commits to the following principles:

- we will accept your feedback courteously with a view to improving our service.
- we will handle your feedback in accordance with these guidelines and its documented procedures.
- we will publicise how residents, businesses and members of the community can provide feedback to the City of Ryde.
- we will provide a clear review mechanism for complaint handling including referral to an external body where a complaint cannot be resolved internally.
- we will regularly report on feedback received and the outcomes to ensure confidence in City of Ryde services.
- wherever possible, complaints will be resolved quickly and without escalation.
- when complaints do escalate, resources will be utilised to the maximum effect in investigating them and improving prevention and education programs so that incorrect practice and disputes are reduced.
- The City of Ryde regards complaints as an opportunity to improve its services and processes and complainants will be helped and supported.

4. References and Legislation

This Policy incorporates information from Effective Complaint Handling Guideline – 2nd Edition (NSW Ombudsman) – December 2010.

This Policy is supported by the strategies set out in the Customer Feedback Procedure. Staff should refer to the procedure for further information.

5. Endorsement and Approval

This policy was adopted by Council on 9 March 2011 and will be in effect from 23 April 2021. All previous iterations of this policy are superseded at this time.

- This policy is to be endorsed by the Executive Team and adopted by Council.
- This policy should be reviewed annually.
- Edits to this policy such as titles, departments or directorate names, updates to legislation or branding updates are considered minor in nature and not required to be formally endorsed
- Substantial changes to this policy are to be endorsed by the Executive Team and adopted by Council.

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6. Definitions

Complaint An expression of dissatisfaction with Council’s level and quality of service, employee conduct, or the application of policies and procedures affecting an individual customer or group of customers.

Compliment An expression of satisfaction/ respectful acknowledgment of Council’s service delivery standard, customer focus and exemplary employee conduct where expectations regarding; efficiency, effectiveness, fairness, accessibility and responsiveness, are exceeded.

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