



CITY OF
CANNING

2023-
2025

CUSTOMER EXPERIENCE PLAN



OVERVIEW

This Customer Experience Plan (Plan) explains how we will work to deliver and improve your experiences with the City when accessing our services and interacting with staff. It articulates our commitment to delivering an exceptional customer experience for all.

Our aim is to provide customers with a positive experience that's consistent across all channels and interactions. This Plan outlines how we will work to achieve this.

We have conducted extensive engagement with the community to better understand your needs and expectations. The data provided us with key areas for improvement and this Plan highlights the steps we will take to develop a positive customer experience.

We are focused on ensuring that we are easy to interact with - at your convenience, in an honest and respectful way. This approach will

be consistent for all customers, regardless of the purpose and type of interaction (from enquiries to attending events). We are committed to embedding a customer-centric culture into our organisation.

We acknowledge that we are on a journey and won't always get it right. We value your feedback and will use it to keep learning and to continually improve.

This Plan informs you of how the City will work to deliver and improve the experience of services provided to residents, businesses and community.

VISION FOR CUSTOMER EXPERIENCE

Providing our customers with an exceptional customer experience. Whether you are a resident, business or visitor to Canning, we want to make sure that your interactions with us (through all channels) are easy, positive and helpful.

We have adopted a 'one organisation' approach. What does this mean? It means that regardless of the way you choose to interact with us, you will have a consistent experience.

We will ensure that systems and processes are set up to support and provide you with what you need, when you need it.

This Plan provides a clear path, with recommendations to help us achieve a great customer experience over time, including an action plan to address the key areas for improvement.

WHAT INFORMS OUR PLAN

This Plan is informed by community feedback. We captured feedback through a variety of mediums including:



1,476 survey responses



Two community workshops (in-person and online)



Customer Journey Mapping



1:1 feedback sessions with Elected Members



Live here, work here workshop (staff who are also residents).

This Plan is also informed by three key strategic plans that outline the City's 10-year strategic and financial direction:

- Strategic Community Plan
- Long-Term Financial Plan
- Corporate Business Plan.



OUR CUSTOMERS

CITY OF CANNING AT A GLANCE



37,261
dwellings



2.8x
average
household



16x
suburbs



95,860
residents



65km²
area

OUR ECONOMY



46,544
employed residents
58% full-time
40% part-time



77,004
local jobs



\$11 billion
Gross Regional
Product

77%

of school aged
children attend local
government school



9,936
Local
businesses



20-24
year olds
largest group
(median age 36)

WHO WE ARE



63.8%
of residents
born overseas



36.2%
couples with children
(average household)



1034.2
(65th percentile)
SEIFA rating



Mandarin
is the most common
language after English



42.8%
of residents speak
language other than
English at home



18,000
people living with disability

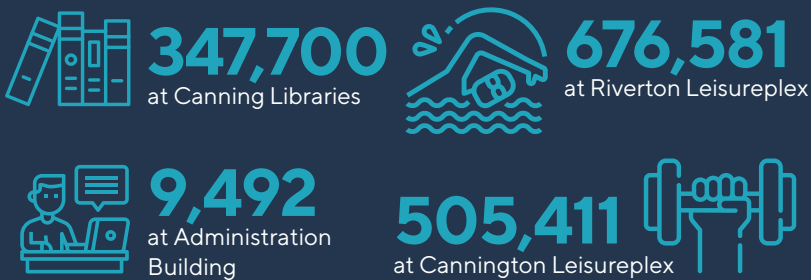


OUR INTERACTIONS

We connect with residents and businesses through multiple touchpoints. This includes providing services, repair and maintenance requests, issuing permits, running events and patrolling the neighbourhood. These interactions occur in person, online, over the phone and in writing.

In the 2020/21 financial year, there were **2,649,400** touchpoints.

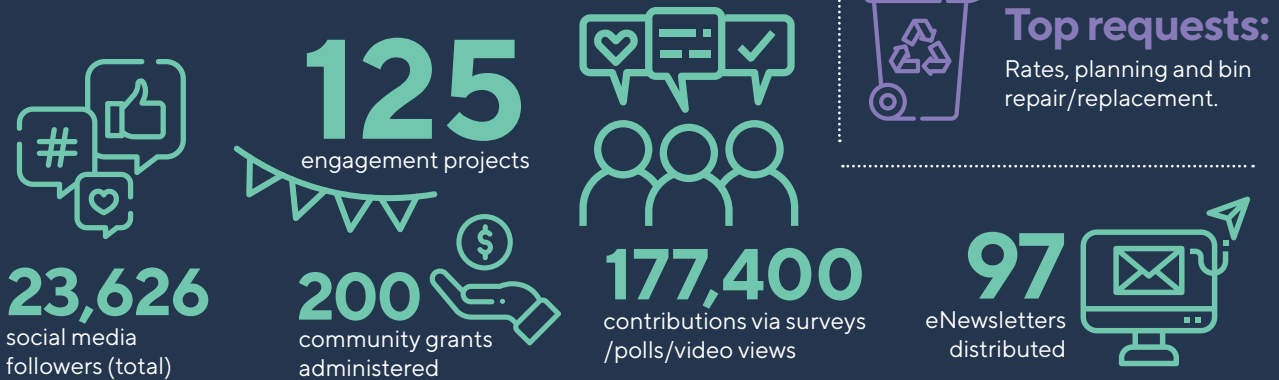
VISITORS TO OUR FACILITIES



ENQUIRIES



COMMUNITY ENGAGEMENT



COMMUNITY ATTENDANCE



COMMUNITY SAFETY



290,000
km patrolled

11,348

customer requests



9,600
hours of CCTV
deployment



285
fire inspections

OUR ENVIRONMENT



5,300
trees planted across
parks/streetscapes



11
full playgrounds
installed



6,160
tonnes of waste
recycled



38,421
tonnes of general
waste collected

INFRASTRUCTURE



5.3 km
of road rehabilitation



176
new lights installed



3.35 km
of new/upgraded paths
and cycleways installed



4 km
of road resurfaced

HOUSING

1,700

building permits issued



478

lots created



748
development
appraisals approved



We will acknowledge what you say, listen carefully and take action to reach a resolution.

OUR GOALS

When interacting with us, we want you to have an easy and positive experience.

It should be at your convenience, regardless of your preferred channel (e.g. online, in person, in writing) or the purpose (e.g. attending an event, requesting a new bin, hiring a facility or participating in a gym class).

In our interactions with you, we will keep you informed along the way and will look for opportunities to create value.

To achieve exceptional service and a customer-centred culture, our goal is to:

- acknowledge you warmly and ask if you need any support/accessibility services
- actively listen to you and give you the confidence that your needs have been understood

- assess and action your requests – we will ensure your query is looked after by the relevant area and will hold ourselves accountable (do what we say, in the committed timeframe)
- add value – in each interaction, we will look for opportunities to enhance your experience (i.e. we will actively seek to enhance your feedback so we can collaborate in co-designing our service experiences and will continue to inform you about our services).

We listened to your feedback and how you would like to interact with the City. We identified key improvement areas and created the following goals to ensure we meet your needs.

GOAL 1: Your interactions with our staff and systems will leave you feeling confident and heard.

Initiative	How we will achieve this	Timeframe
Embed a customer-centric culture into our organisation.	Develop and implement a 'customer experience' learning module for all staff. Our staff will have the skills to make proactive changes to improve your experience.	FY23/Q4 Ongoing
Our systems, processes and structures are setup to support and provide our community members and businesses with what they need in an easy and accessible way.	Review current systems/processes/structures to identify improvement areas and provide additional customer support where necessary.	Ongoing
Ensure customer requests are only closed once all actions have been finalised and customers have been notified of the resolution.	Review current processes to ensure that all requests are officially closed/responded to. Conduct staff training to ensure the system is utilised to its full capacity.	FY23/Q4 - Ongoing
Ensure our online systems reflect the needs of the customer.	Review the 'Request It' categories to better reflect customer needs and to enhance the customer experience. Look at how our processes and systems can be adapted to meet customer needs.	FY23/Q2 Ongoing

GOAL 2: Information is accurate and easy to find for all members of the community.

Initiative	How we will achieve this	Timeframe
Our information is accessible to all.	Improve accessibility of the City's website whilst working towards compliance with the Web Content Accessibility Guidelines (WCAG). Develop best practice guidelines for accessible and inclusive communication.	FY23/Q4 - Ongoing December 2023
Ensure that information is relevant, accurate and available through all customer channels.	Review existing information and establish a process that ensures that information is updated in a timely and consistent manner. Collaborate with our community to ensure appropriate customer channels are utilised.	FY23/Q3 - Ongoing

GOAL 3: We are a trusted and supportive partner to do with business with.

Initiative	How we will achieve this	Timeframe
Work closely with businesses to ensure they have access to the information and services they need.	Engage Canning businesses to find out their challenges and needs.	FY23/Q4
Ensure that information is easy to understand and access through all channels.	Review website content and architecture as well as communications sent to businesses.	FY23/Q4 - Ongoing

GOAL 4: We have a consistent and holistic approach to measuring customer sentiment.

Initiative	How we will achieve this	Timeframe
Move from transactional measurement to measuring the broader customer experience.	Implement a tool that measures customers experiences and identifies areas for improvement.	FY24/Q4

GOAL 5: Our continuous improvement will be informed by our community.

Initiative	How we will achieve this	Timeframe
Listening, assessing and seeking input from the community throughout our journey.	Learn from community feedback and seek opportunities to improve customer experience.	Ongoing



EVALUATING SUCCESS

There are many (and various) ways to interact with us and by using consistent metrics, we will get a holistic view of customer experience at Canning. This will assist us in standardising our approach to service.

While we will continue to survey specific services, we will apply standard measures across the City. Our focus will be on improving the gap between expectation and actual service. To ensure accurate and consistent measurement, the City is implementing a customer sentiment tool.

Utilising the tool, we will roll out a customer sentiment survey to find out:

- how you rated your experience
- what we can do to improve.

We will do this on a case-by-case basis, directly after a phone call or interaction with our Request It system. Surveys will be issued intermittently.

We will also survey you every second year. This in-depth survey will look at your overall experience:

- how you like to interact with us (preferred channels)
- reason/s for contacting us
- ease of accessing information/using channels
- opportunity to provide feedback on areas for improvement.

We will use this information to identify and action areas for improvement, measure progress in achieving the above goals and bridging the gap between customer expectation and reality. This information will be used as a benchmark for continuous improvement.

STRIVING TO DO BETTER

To measure the levels of improvement in customer experience across the City, the following Key Performance Indicators have been identified:

Quantitative measures

- There is an increase in % of resolved requests.
- There is an increase in the number of submitted website requests.
- Satisfaction with Customer Service improving or above industry benchmark (Catalyse survey).
- There is a decrease in % of customer complaints.

Qualitative measures

- Phone and Request It survey feedback demonstrate improvements in customer satisfaction.
- Biennial survey demonstrates an increase in positive customer experiences.
- Recommendations for improvements are actioned on an ongoing basis and result in positive feedback.

We will focus primarily on customer sentiment as the main metric for evaluating success.





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Alternative versions of this document
can be made available on request,
including languages other than English.

Contact the City on 1300 422 664 to find
out more.

If you need an interpreter, please call
TIS National on 13 14 50.

CANNING.WA.GOV.AU



ACKNOWLEDGEMENT OF COUNTRY

The City of Canning acknowledges
the Whadjuk people as the traditional
custodians in and around Canning, and we
pay our respects to Elders past and present.