



CUSTOMER EXPERIENCE STRATEGY 2018-2022

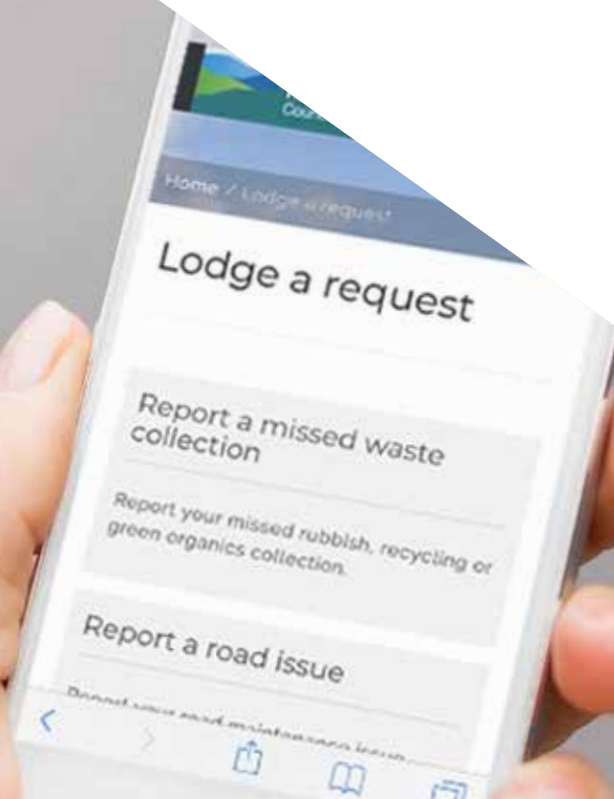
INTRODUCTION

Yarra Ranges Council is transforming the way we think, work and deliver. Through our Flexible Future Transformation Strategy we are working towards creating a high performing organisation that collaborates and innovates to deliver exceptional customer focused services.

This Customer Experience Strategy plays a significant role in our ability to meet this aspiration, through guiding our efforts to improve our customers' experiences with Council.

WHAT IS CUSTOMER EXPERIENCE?

Customer Experience (CX) is the sum of all the interactions that a customer has with Council and the customer's feelings, emotions, and perceptions of Council over the course of those interactions.





OUR VISION

We value our customers and are known for delivering great customer experiences

GOALS

4

1

We understand our customers, their needs and what they value

2

Customer experience is central in the design of our services and processes

3

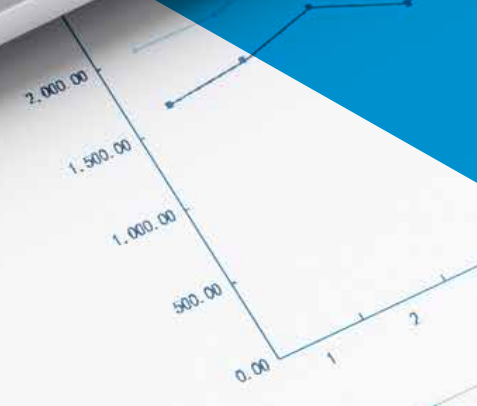
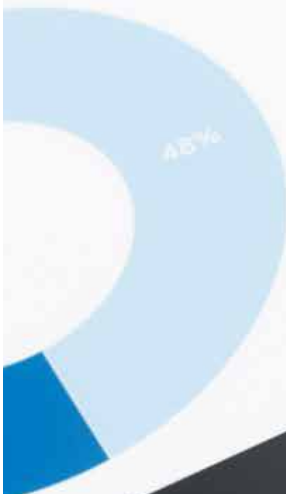
We make it easier for customers to connect with us, access services and complete their business

4

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

5

We measure customer experience and use data, feedback and insights to continually improve our services



17	99.83	16.64	0.323044069	2,000.0
33	516.5	15.65	0.283720087	1,500.0
67		6.61	0.825218477	1,000.0
784			0.142935278	500.0
			0.1801609	0.00

PRIORITY PROJECTS

▶ **WEBSITE REDEVELOPMENT**

Redevelop our website to ensure it is customer centric, user friendly and accessible, allowing our customers to easily find information and access Council services.

▶ **SMS UPDATE**

Implementation of SMS messages to update customers on a range of council services

▶ **CUSTOMER PROCESS PROJECT**

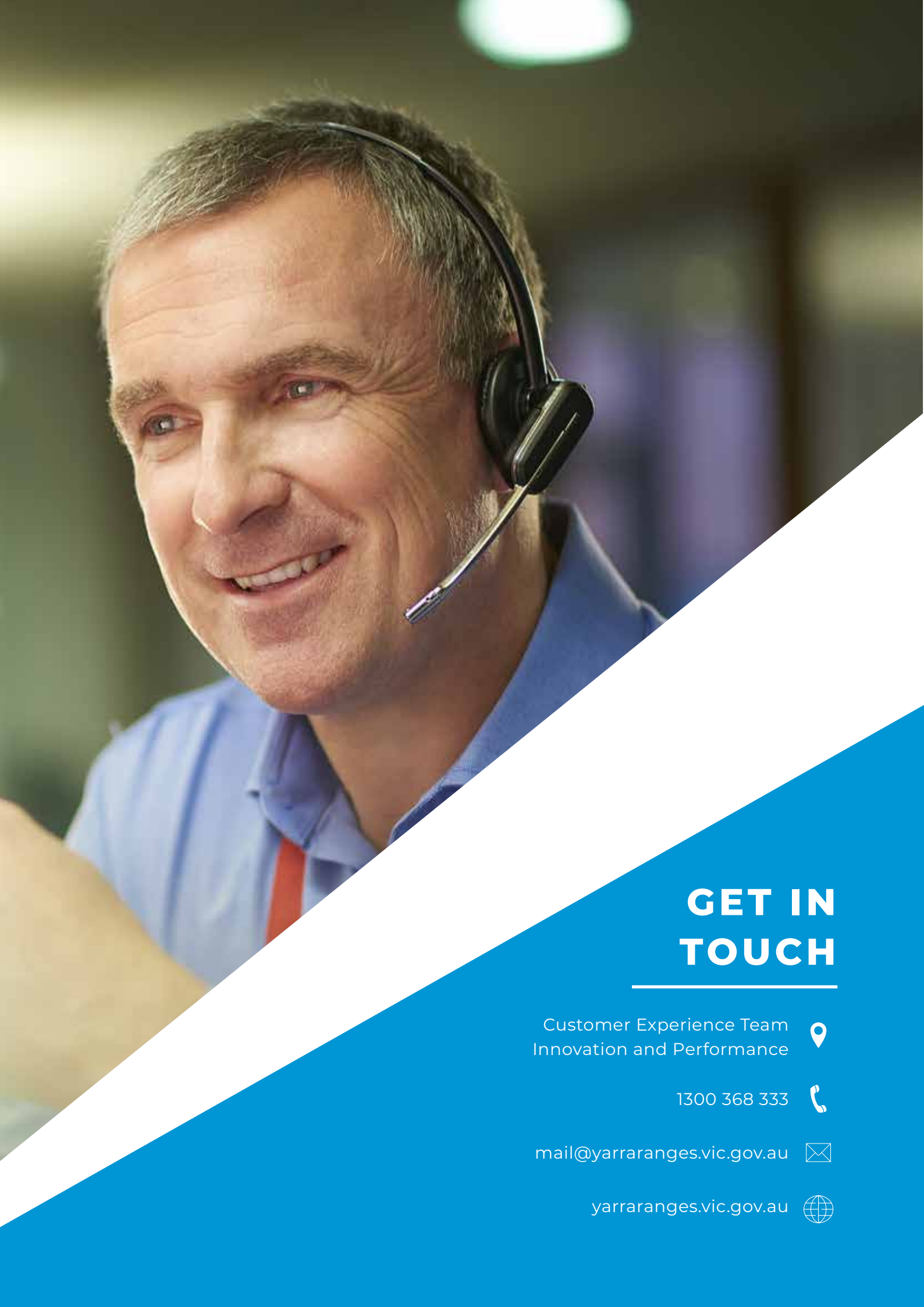
The Customer Process Project will see the re-design of the organisation's customer request processes to improve customer experience and satisfaction. The project will see the creation a standardised and more efficient approach to the management of the many customer request types and increase accountability, measurement and performance of customer request processes.

HOW WILL WE KEEP THIS UP TO DATE?

We will regularly review the progress and outcomes of this strategy to assess how we are tracking.

It is a living document and will be adjusted to ensure it remains contemporary and achieves our vision.





GET IN TOUCH

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Innovation and Performance



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