

VISION: Hawkesbury City Council will be recognised for its strong community connections and customer service excellence.

MISSION: To inform and engage the community in the planning and delivery of services that meet and exceed our customer's expectations.

	Leadership	Connecting with the Community	Customer Focused Services	Innovation + Improvement	Responsiveness	Benchmarking
OBJECTIVES	We will be a customer focused organisation with a reputation as an excellent Council to do business with. We will take the lead in promoting the City as the place to live, work, visit and invest.	We will engage the community and inform residents about our activities and objectives and we will request and use resident feedback to improve our services.	All our staff are dedicated to customer service excellence - we will understand the needs and expectations of our customers and deliver services that meet and then exceed our customer's expectations.	We will maintain a climate of continuous customer service improvement to encourage innovation and creativity in the marketing and delivery of services.	We will respond promptly to customer requests and strive to solve customer problems.	We will set customer service and communication standards and benchmarks and monitor and measure our performance against these standards and benchmarks
STRATEGIES	Establish mechanisms and organisational structures to inspire and drive a 'customer first' service oriented corporate culture and a corporate reputation for leadership and good communication.	Develop and implement a consultation framework to enable Council to engage with the community and provide opportunities for different views to be represented and articulated.	Implement customer research strategies to define expectations of customer groups, and identify critical issues impacting on customer service performance & refocus attention on customer priorities.	Develop processes and tools to solicit and respond to service improvement ideas and suggestions from customers and staff.	Establish customer-friendly environments, and customer friendly information + communication channels and empower front-line staff to take responsibility for responding to and resolving customer problems.	Identify customer service standards and communication benchmarks for the marketing and provision of services
	Adopt a world-class customer service charter to direct and communicate Council's customer service approach (based on the International Customer Service Standard).	Develop practical + affordable techniques and tools to inform and educate the community on Council's responsibilities, policies, decisions and services.	Invest in workplace support strategies and workplace environments to provide staff with the resources and skills to achieve service excellence behaviour.	Continuously monitor customer service requests + complaints, and industry + demographic changes to identify future customer requirements and opportunities for service improvement.	Implement a coordinated customer request and complaint handling, tracking + mapping system to develop a corporate understanding of our customers needs.	Integrate customer service standards and communication benchmarks into position descriptions, performance reviews and business plans
	Promote the distinctive landscapes and communities of the City, and market the lifestyle + business opportunities that the City has to offer.	Invest in communication strategies to provide Councillors and staff with information and resources to drive corporate performance and manage customer expectations.	Implement staff program to congratulate and reward performance excellence in customer services.	Establish an integrated Quality Improvement Process to optimise staff participation in maintaining and improving customer service standards.	Build relationships and alliances with customers, the community and business to predict and evaluate the impact of our business and corporate decisions and plans.	Implement a customer service standard and customer satisfaction monitoring and measurement program.