



CUSTOMER EXPERIENCE POLICY

Adopted: 23 April 2025

TRIM 118008.2025



Customer Experience Policy

DIRECTORATE: Customer Experience and Business Performance

BUSINESS UNIT: Customer Experience

1. PURPOSE/ OBJECTIVES

This Policy describes Liverpool City Council's (Council) commitment to providing its customers with *seamless quality experiences* by *understanding* and *prioritising* their needs, while *engaging* meaningfully and delivering service, operational and planning excellence.

Council's Community Strategic Plan (CSP) developed after community consultation informs the work that we do. This CSP is put into action through the Delivery Plan and Operational Plan (DPOP) and Resourcing Strategy which details Council's response to the community's needs and wants. This planning framework ensures that Council puts the "Customer at the Centre" of everything it does.

This approach will support the Council to realise the community's vision of a vibrant global city of lifestyle and opportunity and Council's vision to aspire to do great things for ourselves, our community and our growing city be realised.

2. DEFINITIONS

Customer	People engaged in the delivery of Council functions, including members of the public such as residents, ratepayers, and visitors to the Liverpool Council Local Government Area, and to internal customers such as Council Staff, the Mayor and Councillors
Customer Care Cycle	A monthly program that monitors and reports customer requests
Customer Service	The service standard associated with a task or query on behalf of a customer.
Customer Experience	The perception or feeling a customer has during and after they access one of the Council's services, interact with our teams, visit our facilities or use one of our systems
Service Levels	The expectations for the customer on the amount of time it is reasonable to expect Council will take to respond, resolve an enquiry or deliver a service.

3. POLICY STATEMENT

Council's commitment is to put the "Customer at the Centre" of everything we do. We will achieve this by building and maintaining positive relationships with our customers based on open and effective communication. We will provide our customers with seamless quality experiences by understanding and prioritising their needs, while engaging meaningfully and delivering service, operational and planning excellence.

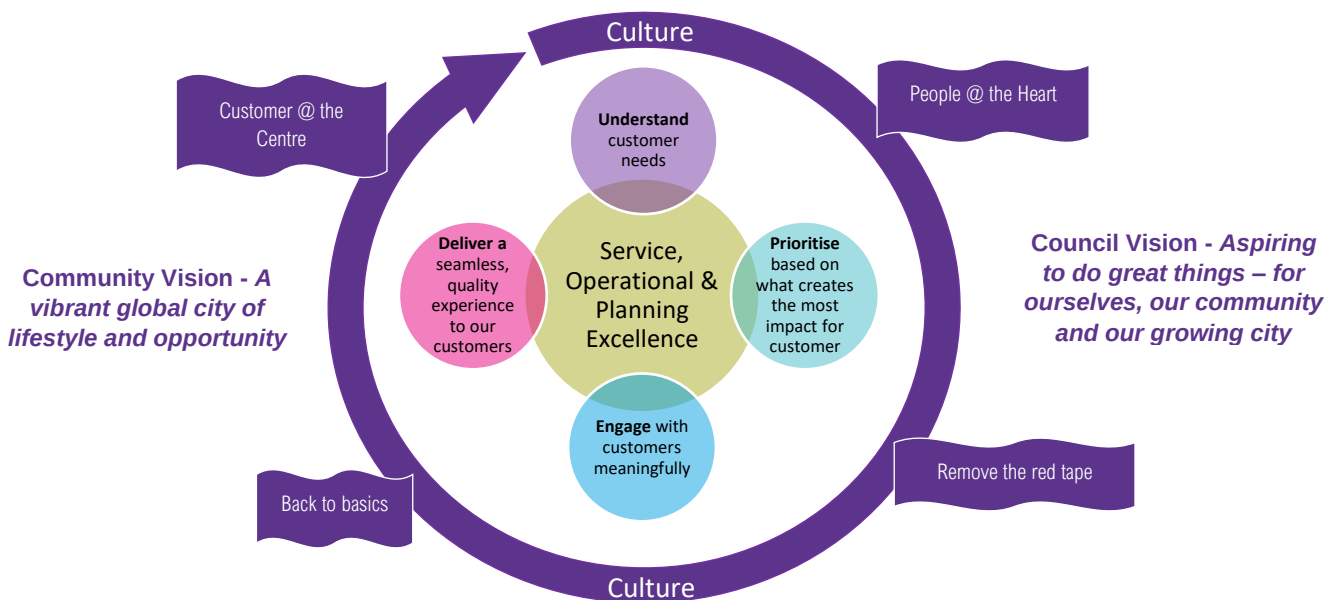
Council acknowledges and embraces the multicultural nature of its customers and will deliver its services in a manner that reduces barriers to achieve required outcomes.

Council will provide information about its activities through a variety of means, including publishing regular community updates on the Council website and Socials.

Council will place on exhibition plans and other documents relating to our activities at Council offices and libraries and will use public meetings and other open forms of consultation and dialogue where appropriate, including referring matters to an appropriate committee.

Council's Customer Experience Framework defines the pillars that support our achievement of a culture that puts the "Customer at the Centre", our "People at the Heart" of what we do, removes red tape and gets us back to delivering the basics.

CUSTOMER EXPERIENCE FRAMEWORK - Putting Customers @ the Centre



The Customer Experience Framework, below, defines the pillars that support our achievement of a culture that puts the "Customer at the Centre", our "People at the Heart" of what we do, removes the red tape and gets us back to delivering the basics.

This Standard, the Policy and the Customer Experience Program, which may change from time to time as action are completed and added, all inform the approach that Council takes to lift its customers experience of Council's services.

This Policy applies to Councillors, Council staff and persons carrying out work on behalf of the Council, such as contractors, consultants, workplace students and volunteers.

Council staff are responsible for demonstrating behaviours that are aligned to Council's Value's, the Framework and this Policy. The Customer Care Cycle will track and report the journey of a customer's request to assist with compliance of this policy.

Council and customers have responsibilities in adhering to this Policy as outlined below.

ROLE	RESPONSIBILITIES
Customers	a) Communicate in a respectful manner. b) Behave appropriately, avoiding the use of abusive language and/or threatening behaviour. c) Provide all relevant information to assist with requests in order that their opinion, concern or complaint can be readily understood. d) Escalate requests where an appropriate level of service is not received. e) Focus their dissatisfaction on the conduct or performance of Council, Councillors and/or Council staff members, rather than on personal criticism of Councillors and/or Council staff. f) Pursue alternative means of redress through external agencies, if the matter cannot be resolved to their satisfaction, or it is outside the powers of the Council.
Mayor and Councillors	a) Refer requests for services and the handling of sensitive or escalated requests back to Council for appropriate action.
Executive Leadership Team	a) Lead the implementation of this Policy, the Framework and Program and a "Customer at the Centre" culture. b) Implement continuous improvement by integrating customer feedback into the DPOP. c) Communicate the important of this Policy with staff. d) Regularly review customer requests identifying trends, and take appropriate action where required. e) Communicate to customers where their behaviours are not consistent with the intent of this policy. f) Consider all options, including a limit on service where serious misconduct or inappropriate behaviour is experienced from a customer.

Managers	a) Lead the implementation of this Policy and related Standards to put the “Customer at the Centre” culture. b) Recommend and deliver continuous improvement. c) Regularly review customer requests and take action for non-compliance of this Policy. d) Include customer experience outcomes into the performance review process.
Staff	a) Deliver service with a focus on the Customer Experience Framework, importantly having the Customer at the Centre of what they do. b) Always keeping the customer informed. c) Acting in accordance with legislation, Council's Code of Conduct and other Council policies. d) Will appropriately warn a customer if their behaviour is contrary to this Policy and will terminate the interaction. e) Communicate to customers where their behaviours are not consistent with the intent of this Policy f) If an interaction is terminated the Chief Executive Officer/delegate or the relevant manager must be notified of the details as soon as possible.

In implementing this Policy Council will ensure

- there are clear and consistent procedures are in place, and that decisions are made using processes that are fair, impartial and reasonable, by using information and Council resources responsibly and efficiently.
- there is evidence of a solution-based customer service experience which provides a proactive approach to customers that involves actively seeking and providing solution to customer issues. This will be demonstrated by
 - Following through on promises and making sure promises are kept
 - Utilising customer satisfaction surveys to get a quick and accurate picture of performance

Any member of the public who believes that Council has failed to honour the commitments set out in this policy should raise the matter with Council in the form of a [complaint](#). Council will investigate the complaint and advise the complainant of the outcome in a reasonable time.

4. RELEVANT LEGISLATIVE REQUIREMENTS *(where applicable)*

Local Government Act 1993 – Sect 8A, Guiding principles for Councils, 1(h), 3

RELATED POLICIES & PROCEDURE REFERENCES

Complaints and Compliments Policy

Liverpool City Council: Code of Conduct

Liverpool City Council: Code of Meeting Practice

AUTHORISED BY

Council Resolution

EFFECTIVE FROM

23 April 2025

REVIEW DATE

23 April 2027

VERSIONS

The current and previous version of the policy should be set out in the following table.

Version	Amended by	Changes made	Date	TRIM Number
1	Director Customer Experience and Business Performance	New version	April 2025	118008.2025

THIS POLICY HAS BEEN DEVELOPED IN CONSULTATION WITH

Corporate Support Directorate

Executive Leadership Team

Council's Managers Cohort

Council Staff

Community via Public Notice

ATTACHMENTS

Nil