

## OUTCOMES OF COMPLETED SERVICE REVIEW – CUSTOMER SERVICE

### MAROONDAH CITY COUNCIL 2001 – 2002 BEST VALUE ANNUAL REPORT

## OUTCOMES OF COMPLETED SERVICE REVIEW – CUSTOMER SERVICE

### DETAILS OF SERVICE

Customer Service is a service unit within Engineering & Customer Service Service Area, Best Value & Infrastructure Directorate.

### SCOPE OF SERVICES

- Management and operation of Council's 1300 Call Centre;
- Providing information on Council services and referral services;
- Promoting a positive image of Council services;
- Facility management of the four Service Centres, and the Library meeting rooms (Glen Frost & Ringwood Rooms);
- Information promotion and displays at the Service Centres;
- Cash receipting (GEAC) for payment of accounts and fees;
- Monthly reporting on Customer requests, trend data and statistics (system owner for Customer Link Lotus Note Request Tracking System);
- Promotion of public Service Charters and feedback on performance;
- Co-ordination of the internal telephone directory and quick reference service guide;
- Management of Council's "Customer Feedback Program" and "Customer Action Program" including coordination of feedback and suggestions;
- Generation and referral of "Customer Link" requests.

### SERVICE REVIEW OUTCOMES

Best Value Principle	Key Performance Indicator	Performance Result
Cost Standard	Cost of customer visit to Service centre	\$9.30 per visitor
	Cost of Call Centre customer enquiry	\$1.80 per call
Quality Standard	Call Centre Response, callers answered within 25 seconds. Target 85%	Avg 89%
	Closure of face to face enquiries at time of visit Target 80%	Avg 87%

## OUTCOMES OF COMPLETED SERVICE REVIEW – CUSTOMER SERVICE

	Customer satisfaction with Service Centre facility & service. Target 85%	98%
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<b>Best Value Service Review Principles</b>	<b>Action taken</b>
Service Scope	The Customer Service team consists of 10.66 EFT's (Equivalent full time), located at Council's 4 local Customer service Centres. Operating Budget \$667,000
Benchmarking	Council adopted the industry standard for call centre telephone response as recommended by Telstra. (ie. 75% of callers responded to within 25 seconds). The team subsequently increased this performance target to 80%. The team has also joined the LGPro Customer Service working party to continue benchmarking of its value for money service benefit within the Local Government context.
Consultation	In addition to the customer satisfaction data collected as part of the Annual Community Satisfaction Survey the team interviewed 300 visitors across the four Service Centres against an established questionnaire format.
Reporting	Best Value Annual Community Report. Customer Service Charter. Council Web site.

## OUTCOMES OF COMPLETED SERVICE REVIEW – HOME CARE SERVICE

### DETAILS OF SERVICE

Home Care Services is an externally contracted service managed by Council's Community Services service area, part of the Community and Organisational Development Directorate.

### SCOPE OF SERVICES

- Housekeeping (Homecare);
- Personal Care;
- Respite care and;
- Property maintenance;

### SERVICE REVIEW OUTCOMES

<b>Best Value Principle</b>	<b>Key Performance Indicator</b>	<b>Performance Result</b>
Cost Standard	Adherence to Contract unit costs.	Service delivered within unit costs.
Quality Standard	Level of compliance with annual service audit Target 100%	1 <sup>st</sup> contract audit due September 2002
	Number of hours of service provided.	97,600
	Customer Satisfaction with the level of service provided by Council's service provider. Target 90%	96%
	Customer satisfaction with the quality of work done by direct care worker Target 90%	95%

## OUTCOMES OF COMPLETED SERVICE REVIEW – HOME CARE SERVICE

<b>Best Value Service Review Principles</b>	<b>Action taken</b>
Service Scope	The service provided approximately 99,000 hours of service during the previous budget to approximately 2,000 service users in Maroondah. Access to the service is subject to State Government annual funding which dictates the level of available funding and overall service provision. Standards for the quality of service provision are also subject to State Government legislation.
Benchmarking	Council adopted a public tender process which resulted in 6 companies submitting tenders in response to the service specification. The evaluation criteria included Financial benefit (Value for money), reliability of tenderer, level of service and experience and skill (benchmarking of quality and costs). The specification development process included the review of community consultation and feedback during the previous service period while the specification included the requirement for on-going consultation and evaluation between the contracted service provider and service users. Council includes the results of this feedback and an annual contract audit of the service provider as part of its contract management process.
Consultation	In addition to the customer satisfaction data collected as part of the Annual Community Satisfaction Survey Council undertakes its own annual satisfaction survey with service users as part of its contract management process. The service provider is also required to undertake a customer satisfaction survey as part of their contract obligations.
Reporting	Best Value Annual Community Report Annual Homecare service provider audit.