



# CUSTOMER -CHARTER-

People • Plan • Progress



Western Bay of Plenty  
District Council



**CUSTOMER CARE**

**As an organisation we:**

- Have an adaptable approach to the needs of the Customer
- Treat all our customers equally, in a respectful, courteous, and professional manner
- Fix the customer experience when things go wrong and communicate back to our customers

**As an individual I:**

- Understand the needs of the customer and adapt my personal approach to consider those needs
- Treat my customer in such a way that no customer will feel they are just a “number” when they interact with me
- Might get a complaint about the message I am delivering, but I will never get a complaint about how I delivered the message
- Practice active listening skills and customers feel they are being listened to
- Am sympathetic, reassuring, and willing to help customers
- Will contribute to corrective action that fixes the customer experience



**CREATING VALUE**

**As an organisation we:**

- Make it easy for our customers to transact business with us, our services are cost effective, and are aligned to what is important to our customers
- Are mindful of costs to our ratepayers
- Are encouraged to “go the extra mile” in our interactions with customers

**As an individual I:**

- Continuously make improvements to the customer’s service experience that I contribute to, and I propose improvements that have a wider impact
- Willingly implement improvements proposed by others
- Consider costs as an impact to our ratepayers
- Recognise and act on opportunities to “go the extra mile”



**WORKING TOGETHER**

**As an organisation we:**

- Deliver a seamless experience of the service from the customer’s point of view
- Conduct business in an open and transparent manner

**As an individual I:**

- Contribute in a way that there are no silo effects experienced by the customer, whether that is interdepartmental, inter-team, contractual, or personal
- Am clear, unambiguous, and easily understood in my communications and interactions with customers
- Apply confidentiality and privacy rules at all times



**PROFESSIONALISM & INTEGRITY**

**As an organisation we:**

- Have staff that are competent in their jobs
- Value our failures as learning experiences
- Trust our staff to act appropriately and within delegations

**As an individual I:**

- Am knowledgeable in all of my tasks and I understand how my tasks contribute to the customer’s service experience
- Carry out my tasks promptly
- Seek help if I am unsure about the information I am communicating
- Act in accordance with my delegation and exercise sound judgment
- Admit and take ownership of my mistakes
- Ensure that I understand the failure and learn from the experience



**HIGH ACHIEVEMENT**

**As an organisation we:**

- Will provide timely responses in our interactions with customers
- Make commitments to our customers and every commitment made will be followed through

**As an individual I:**

- Will meet or better the organisational response times when interacting with customers
- Follow-through so that no customer will be able to say that I failed to do what I said I would do
- Will complete what ever I promised, do it promptly and accurately
- Will give equal attention and effort to commitments made by the organisation, and not just my personal commitments

