

City of Greater Geraldton Customer Service Survey

June 2017



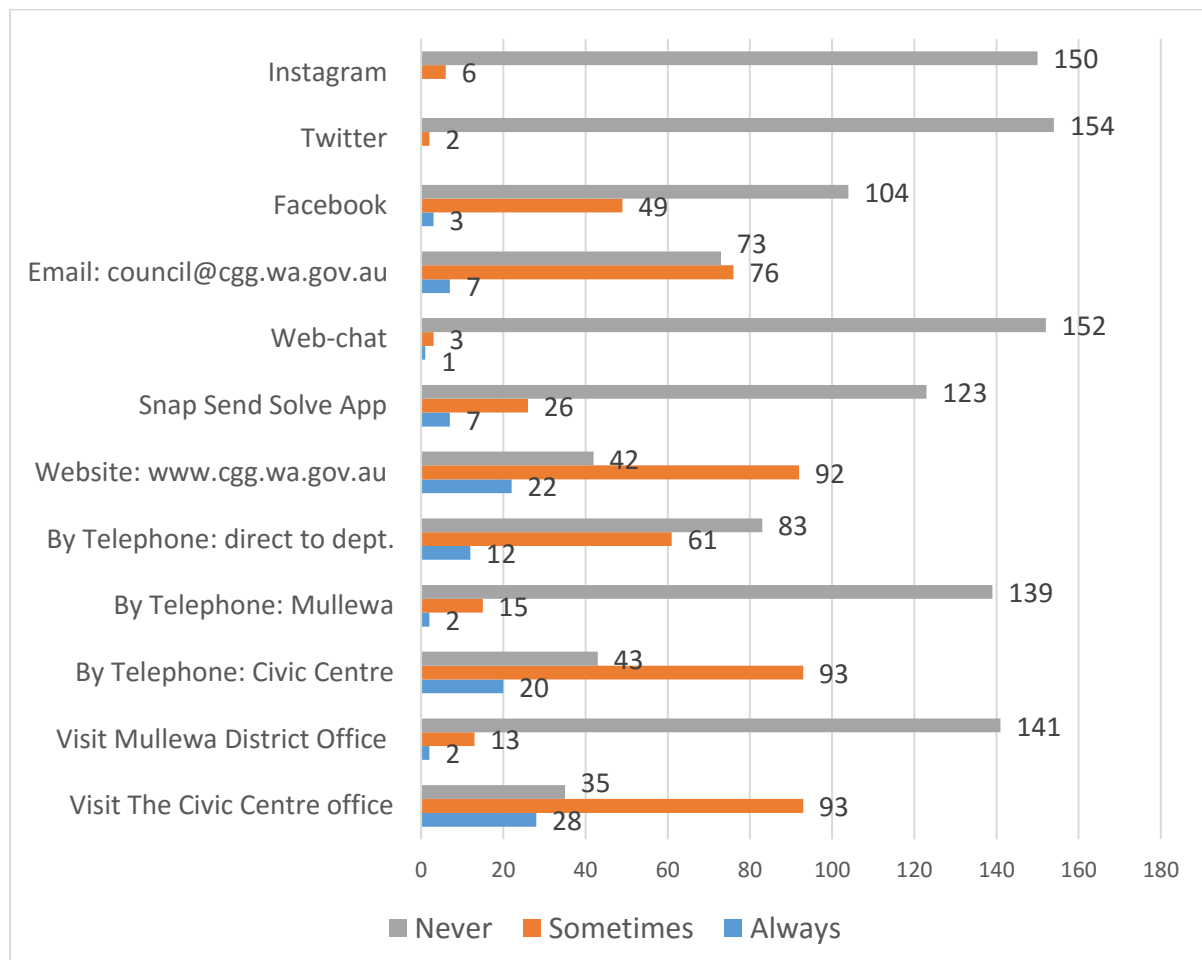
Customer Service Survey Report

To support and inform the development of a Customer Service Strategy for the City of Greater Geraldton a community survey was conducted from 29 May to 19 June 2017 to gather information on individual customer service experience at the City and to get a better understanding of their wants and needs.

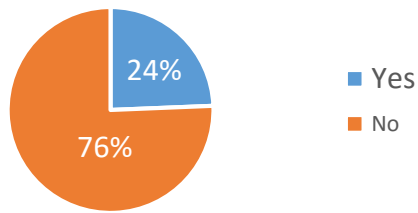
The survey was available both online and in hard copy at the Civic Centre, Aquarena, QEII Seniors and Community Centre, Geraldton Regional Library Visitor Centre and Mullewa District Office. The survey was launched with a media release followed by a number of social media posts on the City’s Facebook pages that were widely shared to other community group pages on Facebook. Posters promoting the survey were on display at key City facilities. Emails were also sent to a wide range of stakeholders including community and sporting groups and known interested individuals inviting them to take the survey. City staff were also asked to encourage externals they work with to take the survey. The survey received 156 responses.

Survey Results

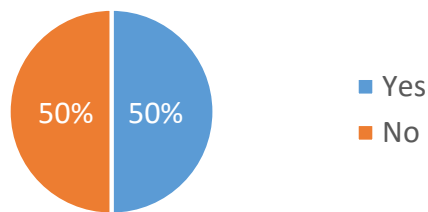
1. When you contact City of Greater Geraldton, which of the following methods do you use?



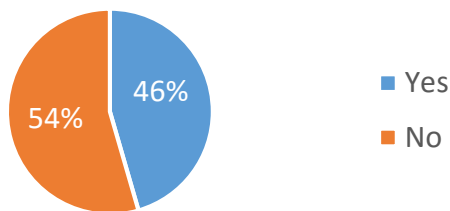
2. Did you know the City has online web-chat (online real-time messaging service) available for customer requests?



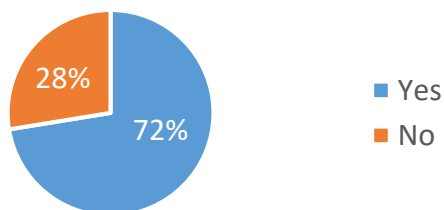
Would you consider using this in the future?



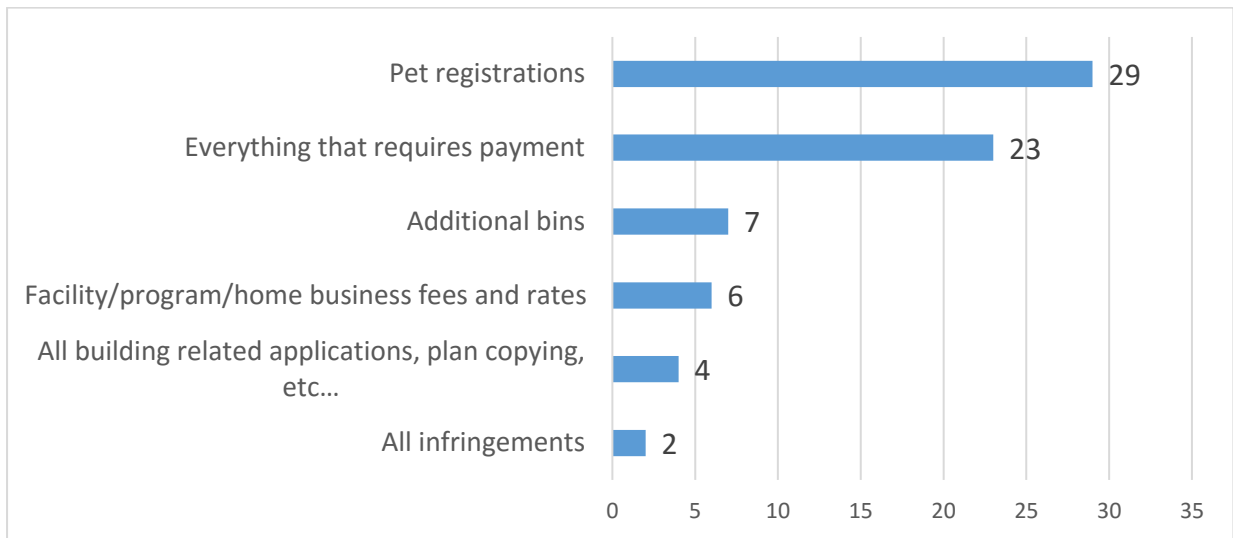
3. Did you know the City takes payments online now for Building Permit Applications, Debtor Payments, Infringements, QPT tickets and Rates?



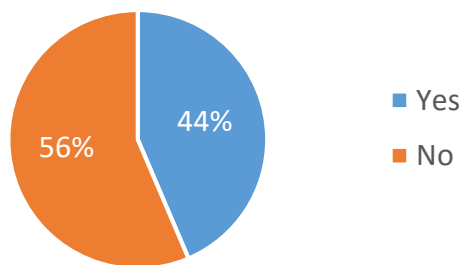
Would you consider using this in the future?



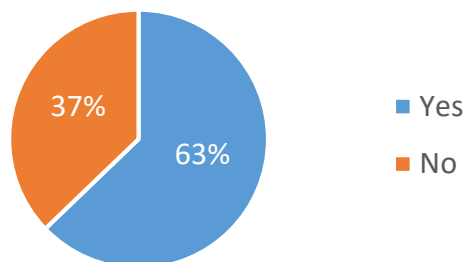
4. Which additional payment services would you most like to have available online? For example online dog and cat registrations, additional bins etc.



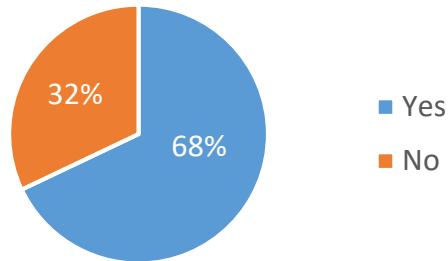
5. Did you know the City has a Snap, Send, Solve App for customers to use to report issues and request services?



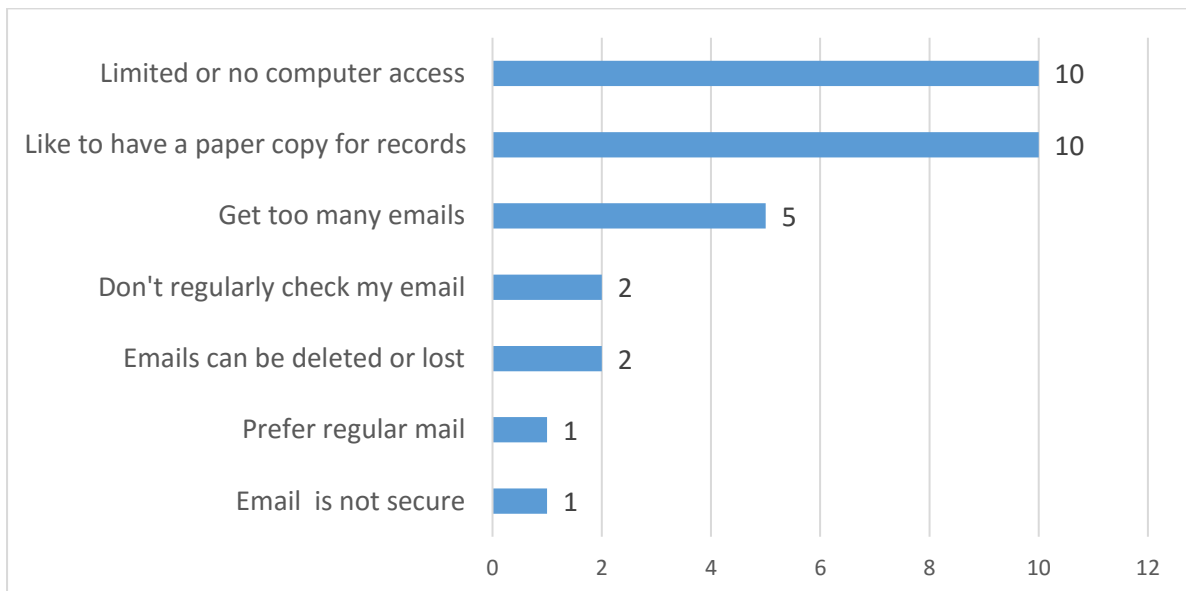
Would you consider using this in the future?



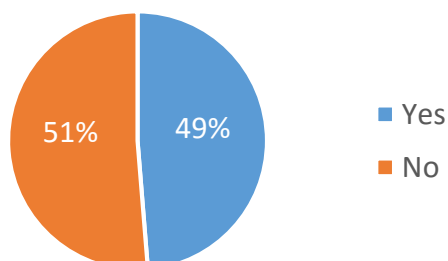
6. Many companies now send information to their customers electronically, rather than posting out paper copies. If the City offered this service, would you choose to receive information in this way?



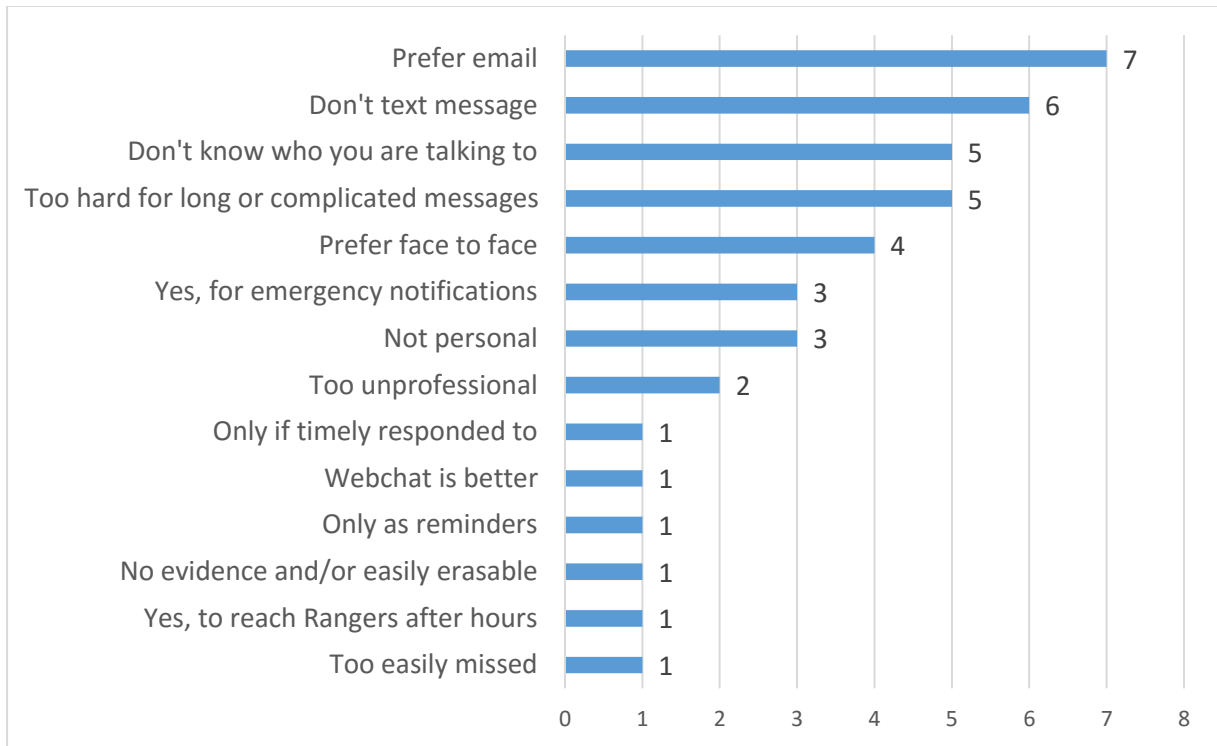
If no, why not?



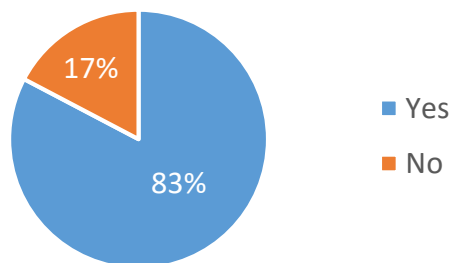
7. Would you like to communicate with the City by SMS text message?



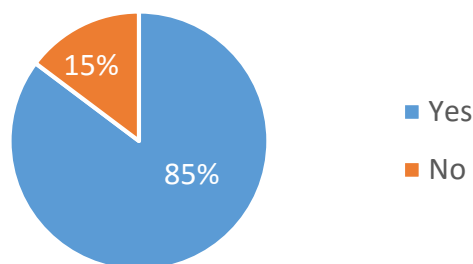
If no, why not?



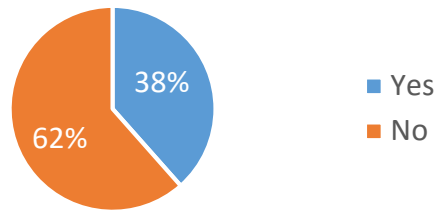
8. Do you have access to a Smartphone?



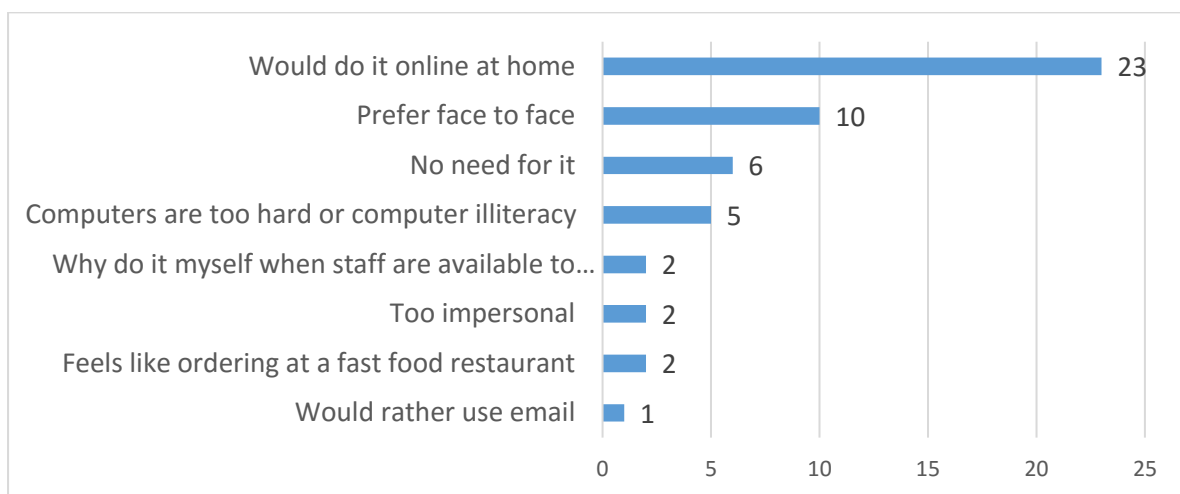
9. Do you have access to the internet?



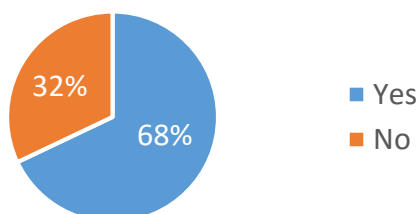
10. If the City offered a self-service kiosk (similar to a bank where you have access to a computer in our office and someone to assist you with your online transaction), is this a service you would use?



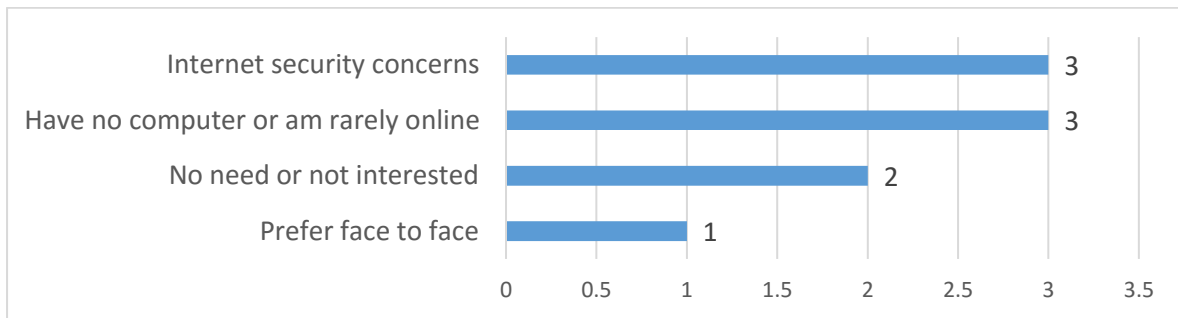
If no, why not?



11. If you could access personalised information on your council account using a secure account number (similar to banking) would you use this?



If no, why not?



12. Do you have any additional ideas on how the City can improve its customer service?

Online communication and information, interactive website and mobile phone app would be beneficial which incorporates all aspects of dealing with the City including payments, tickets, pool swipe access, checking rates, contact a Councillor, etc...)

Implement more online forms so people can access them and submit them without having to come to the Civic Centre or staff having to email/mail them.

Put more processes online - dog registration or applying for a burning permit.

An 'ask a question' feature on social media would provide or direct people to the answers.

Have regular introductions and Q&A type interactions from each department on social media. Department/team roles should also be listed on the website.

Implement a notification system so the customer knows if their call has been received and is being actioned. i.e. rangers after hours.

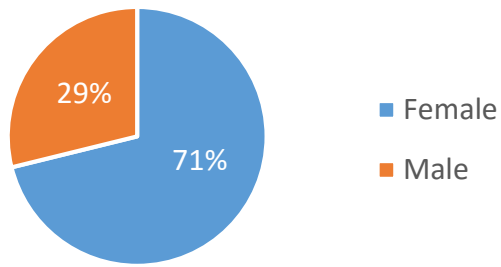
Consider the option of sending rates notices by email for people who travel.

Ability to pay rates fortnightly.

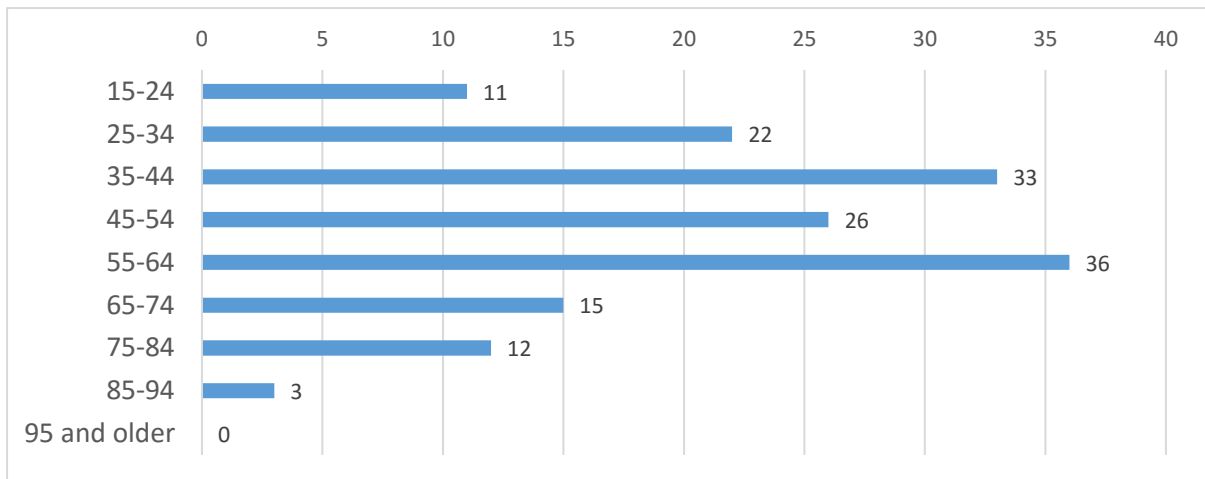
Review the need to submit three hard copies for a planning application and consider accepting applications and sending back approvals via email.

Ensure complex matters are referred higher up and implement an official escalation process such as a tracking number system i.e. 'Sorry I can't answer that today but here is a number that will let you track it's progress higher up and someone more senior will be in touch soon'.

13. Gender



14. What is your age?



15. Do you identify as Aboriginal or Torres Strait Islander?

