

# Customer Experience at the City of Whittlesea

Sasha Lord – Executive Officer Customer Experience

# Welcome





# Why and What is CX?

SHARE BAD EXPERIENCE 95%

SHARE GREAT EXPERIENCE 87%

**CUSTOMER EXPERIENCE IS THE PRODUCT OF AN  
INTERACTION** BETWEEN AN ORGANISATION AND A  
CUSTOMER OVER THE DURATION OF THEIR  
RELATIONSHIP



# Changing Customer Expectations



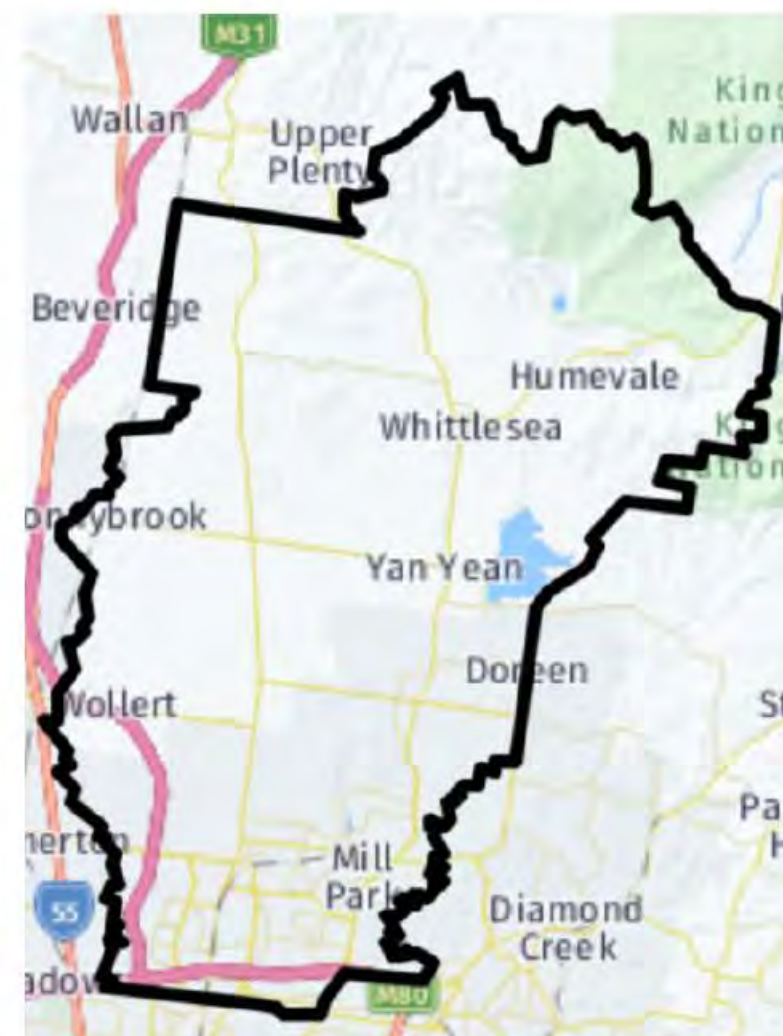
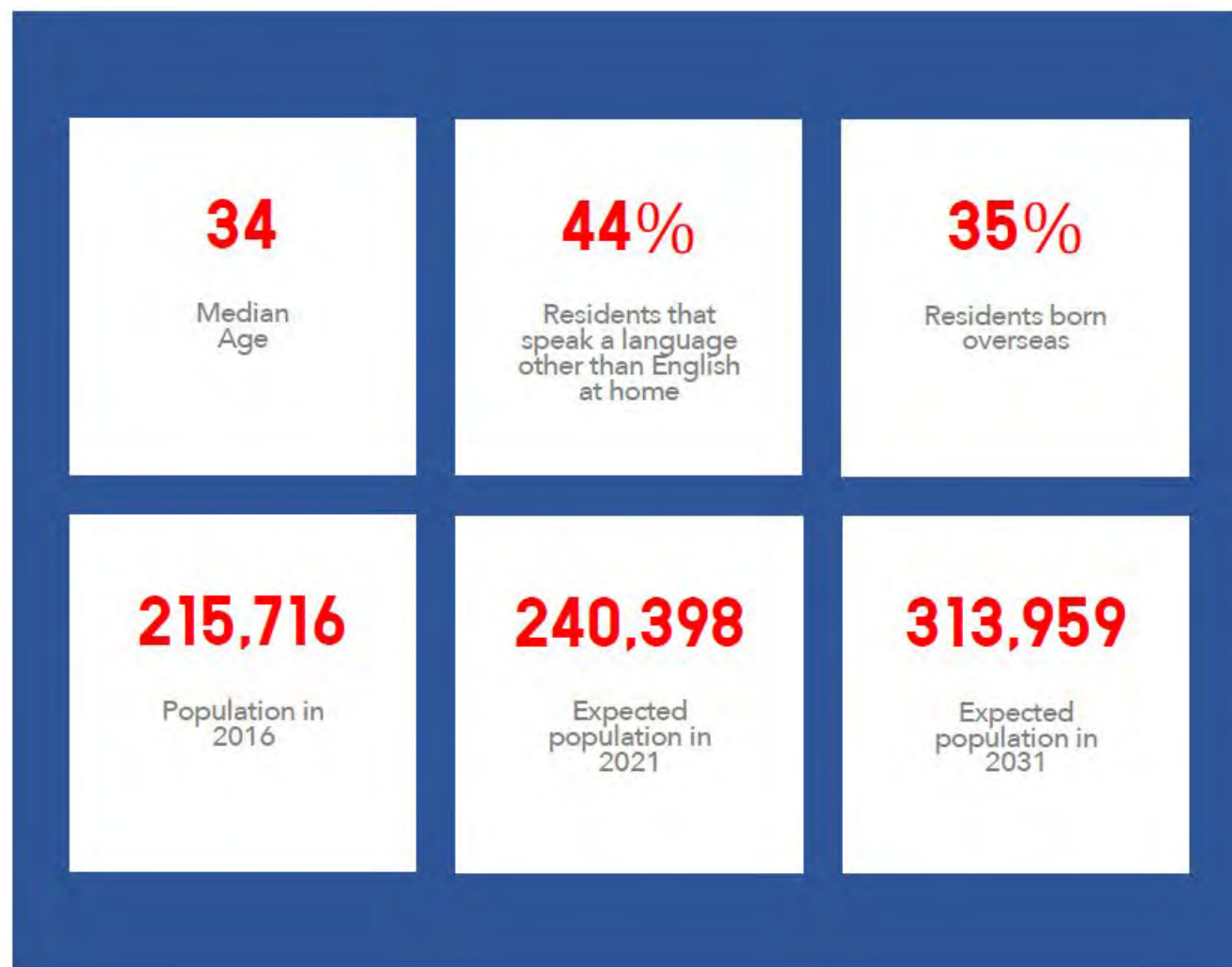
# TECHNOLOGY CHANGES



# INCREASING POPULATION









# Giving customers a face



Raj Singh



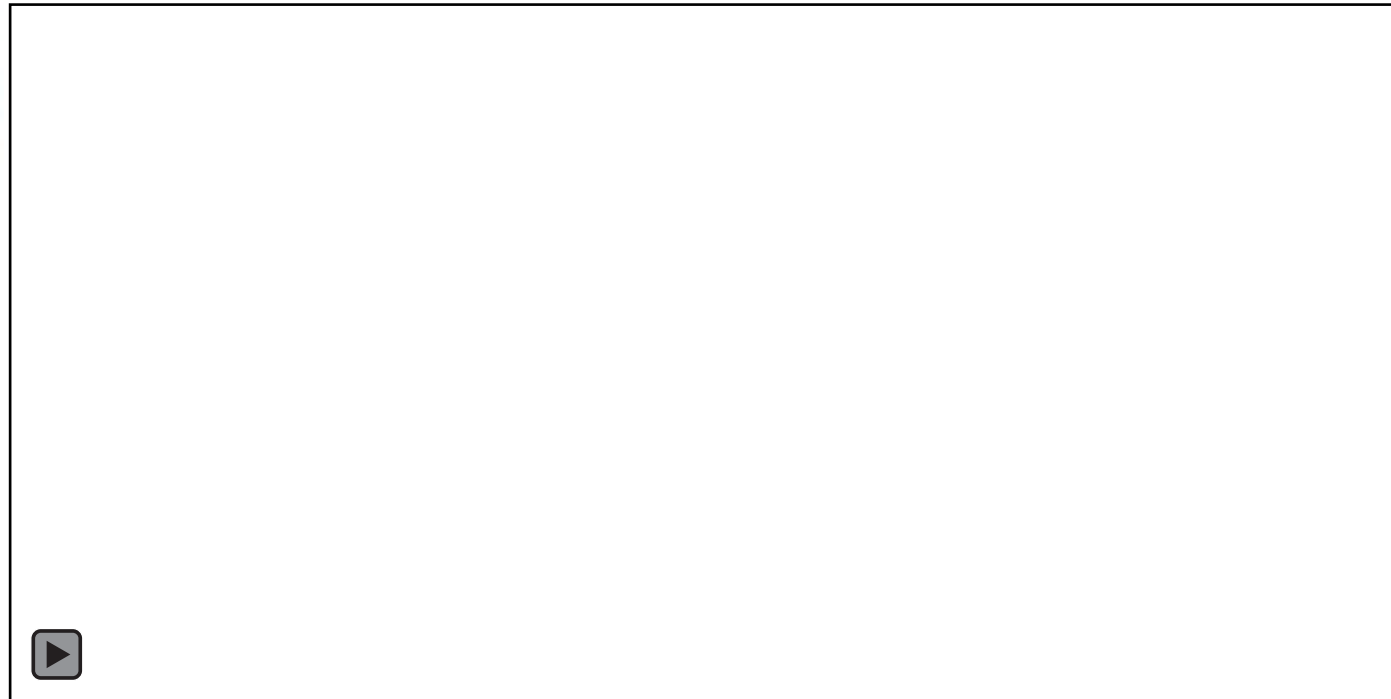
Linda Parker



Jacob Edgar

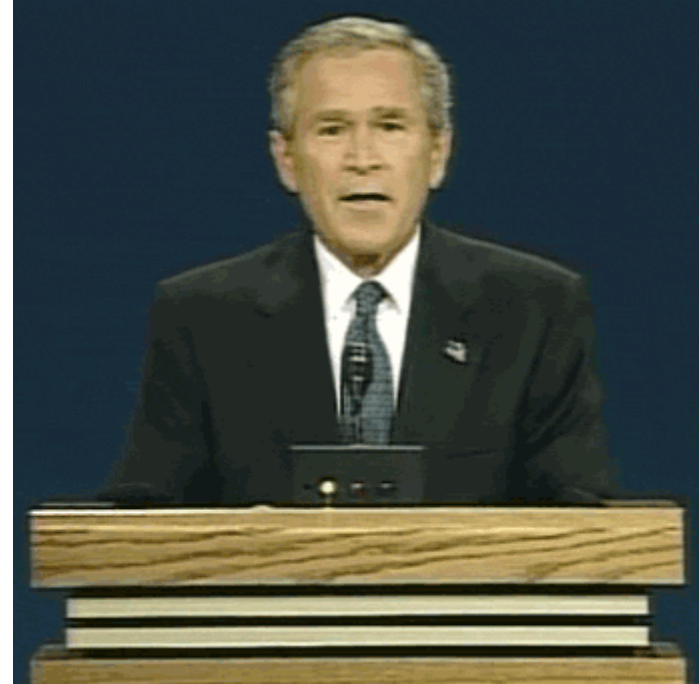


Sofia Rossi



# CX doesn't have to be complicated

- Planning Application
- Animal Registration
- Hard/Green Waste
- CRM Process
- Venue Hire
- Green Waste
- Name and Address Register (NAR)
- Information Management
- Kindergarten Enrolment
- Contact Centre, inbound calls and counter enquiries



# You can change what you don't understand





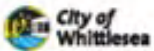
# The secret sauce


Delivering successful CX, in the local government context, is a integrated partnership with the executive, IT and HR.








# Planning, a case study


[Home](#) [Knowledge Center](#) [Support](#)


 User User ▾



**Property & Rates**  


**Animal Management**  


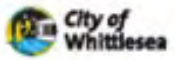
**Building & Planning**  


**Open Cases**  


**All**

CASE NUMBER	CONTACT NAME	SUBJECT	STATUS
00001026	Nicholas Young	Planning Permit Application	New

**Quick Links**  
[Link 1](#)



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Search...



Nicholas Young ▾



Help me choose a permit



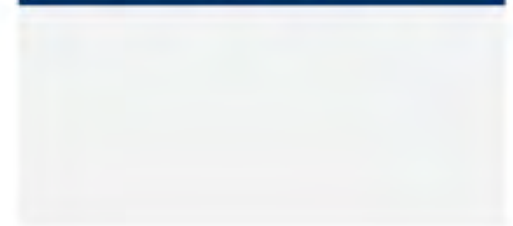
Fast Lane




VicSmart



Standard Planning Permit








All ▾
Search Salesforce

★ ▾
+
?
⚙️
🔔 3
👤

Service Console
Planning Permit Applicati...
PP-00000017
PP-00000021


**Planning Permit Application  
PP-00000021**

Submit for Approval
Pay
Change Record Type ▾

✓
✓
Submitted
Pending RFI
Request for ...
Assessing
Pending Ap...
Determined

✓ Mark Application Status as Complete

Details
RFI
Delegate Report

Planning Permit Application Name  
PP-00000021

First Submitted Date ⓘ  
10/07/2019

Target Date for Completion  
24/07/2019

Determination Date ⓘ

Alternate Contact

Application Status  
Submitted

Owner  
👤 Nicholas Young

Approved By

Files (0)

Upload Files
Or drop files

Notes & Attachments (0)

Upload Files
Or drop files

Sites (1)

Request for Information

RFI Days

# If we don't change

**We will continue to deliver a service experience that is fragmented and frustrating for our customers and staff.**

We will continue to pass customers around, duplicate effort and resource, and be unable to truly leverage information that would support a holistic organisation.



# If was easy, everyone would be doing it

## (11) *General Interference with Organizations and Production*

### (a) Organizations and Conferences

(1) Insist on doing everything through “channels.” Never permit short-cuts to be taken in order to expedite decisions.

(2) Make “speeches.” Talk as frequently as possible and at great length. Illustrate your “points” by long anecdotes and accounts of personal experiences. Never hesitate to make a few appropriate “patriotic” comments.

→ (3) When possible, refer all matters to committees, for “further study and consideration.” Attempt to make the committees as large as possible — never less than five.

(4) Bring up irrelevant issues as frequently as possible.

(5) Haggle over precise wordings of communications, minutes, resolutions.

(6) Refer back to matters decided upon at the last meeting and attempt to re-open the question of the advisability of that decision.

(7) Advocate “caution.” Be “reasonable” and urge your fellow-conferees to be “reasonable” and avoid haste which might result in embarrassments or difficulties later on.

(8) Be worried about the propriety of any decision — raise the question of whether such action as is contemplated lies within the jurisdiction of the group or whether it might conflict with the policy of some higher echelon.

- Service mapping uncovers your organisations inefficiencies
- CX in the current CX context, requires a large amount of technology changes
- Change is hard

1. You can't deliver an improved CX if your executive are not onboard, and not just say they are, but actually onboard
2. It doesn't need to cost millions
3. Technology and CX are inextricably linked
4. You already know what your customers want
5. CX does not belong to the Customer Service department
6. If we don't increase trust in sector, we will become irrelevant.
7. CX requires change at a systematic level

# Questions?

