

POLICY STATEMENT

VENUES WEST

Title: Customer Service and Feedback
(Effective 21 October 2019)

CATEGORY: EXTERNAL RELATIONS

OWNER: VENUE MANAGEMENT DIRECTORATE

REFERENCE: D19/44941

INTRODUCTION

VenuesWest is committed to engaging with customers and utilising simplified processes to deliver services and experiences that:

- are influenced by the VenuesWest Way Signature Behaviours
- focus on customer needs and preferences expressed through consultation and feedback
- are delivered by skilled, motivated and courteous employees
- use the right technology to help manage customer interactions and improve our services
- respond to issues in a timely manner
- protect personal information and adhere to privacy legislation

VenuesWest will assess and measure its performance and achievements in customer service by implementing the Customer Service Framework.

This policy supports the VenuesWest Customer Service Framework and outlines the responsibilities, accountabilities and processes by which feedback opportunities are managed.

PRINCIPLES

The following principles underpin the approach to customer service:

1. The VenuesWest Customer Service Framework will guide employees to create customer experiences in which:
 - a) We Excite
 - making great first impressions
 - maintaining the public areas of our venues
 - building rapport, demonstrating interest and listening to feedback to create change and improve outcomes
 - b) We Invite
 - allocating tickets through business development and reward opportunities to cross promote our venues
 - promoting our products and services
 - c) We Delight
 - delivering on our commitments
 - knowing our products and services
 - responding to customer enquiries and feedback efficiently and effectively

2. Customer service standards will be delivered through:
 - a) Employees who:
 - are approachable and responsive
 - follow through on commitments made
 - b) Actions which are:
 - fair and impartial
 - completed within a specific timeframe
 - c) Information that is:
 - accurate and consistent
 - relevant and practical
 - d) Processes which:
 - provide varied avenues to request services, provide feedback or make a complaint
 - consider individual customer needs and are communicative
3. Through customer service the organisation will:
 - a) better understand customer expectations
 - b) listen to customer needs and respond to changing requirements
 - c) demonstrate commitment through:
 - responsive, dynamic and effective management of resources
 - leveraging opportunities to promote and deliver initiatives to deliver world class sport and entertainment experiences
 - collaborative work with our customers and stakeholders
 - d) manage feedback opportunities in an open and honest manner by:
 - attentive and empathetic interactions
 - efficient acknowledgment processes and ongoing communication
 - recording and reporting to inform business improvement processes.

AUTHORITY

Western Australian Sports Centre Trust Act 1986

Public Sector Management Act 1994

VenuesWest Code of Conduct

Australian Standard for Complaints Handling (AS ISO 10002-2006)

Freedom of Information Act 1992 (WA)

Privacy Act 1988

DELEGATION

As per the Delegation Instrument.

DEFINITIONS

WORD	MEANING
Customer Feedback System (CFS)	The ICT system adopted by the organisation for the purpose of managing customer feedback.
Comment	General information provided by a Customer which may be positive or negative but generally does not require a response, confirmation or follow up action.
Compliment	Appreciation expressed by a customer for a service, action or experience provided by the organisation or employee.
Complaint	Dissatisfaction expressed by a customer regarding the organisation's operations or service delivery.
Feedback Opportunities	Avenues by which customers provide feedback (comments, compliments and complaints) including phone, email, social media, correspondence and face-to-face.
Request for Information	A customer request for documents, information or an explanation of operations or service delivery.
Subject Matter Expert	Employees with the appropriate corporate knowledge needed to respond to more complex customer feedback opportunities.

ROLES AND RESPONSIBILITIES

CHIEF EXECUTIVE OFFICER / CHIEF OPERATING OFFICER

- a) advocate the principles of this policy and the approach to feedback opportunities presented by customers.
- b) oversee the customer service framework and, where required or escalated, respond to serious customer complaints and/or review of customer feedback management.

EXECUTIVE AND GENERAL MANAGERS

- a) manage customer complaints relevant to the business units within their control and where cross-directorate resolutions are required ensure complaints are resolved in accordance with this policy and supporting resources.
- b) ensure employees are aware of, and manage customer feedback opportunities, in accordance with this policy and supporting resources.

MANAGER – PROGRAM DELIVERY AND SALES

- a) implement and monitor the Customer Service Framework and the provisions of this policy and supporting resources.
- b) advise and assist in managing customer feedback opportunities to maximise the use of information provided including contributions to reporting using the Customer Feedback System.
- c) Submit quarterly customer service reports to the Planning, Research and Reporting team.

CUSTOMER SERVICE COORDINATOR

- a) monitor feedback received via the organisation's 'Contact Us' email including:
 - initial assessment as to the feedback type (i.e. comment, compliment or complaint).
 - acknowledgements and responses in instances when additional consultation is not required to respond effectively.
 - referral to the relevant Subject Matter Expert in instances where further investigation or information is needed to respond effectively.
 - follow-up to ensure prescribed timelines are met.



- b) supervise the 'reception' services providing guidance and assistance to Customer Service Officers, when required, to resolve face-to-face feedback opportunities.
- c) receive and acknowledge 'Customer Feedback Forms' and coordinate the response process as required.
- d) maximise the use of information provided by email and face-to-face avenues using the Customer Feedback System to assist with the reporting process.
- e) provide monthly reports on the feedback received and trends identified to the Manager – Program Delivery and Sales.

CUSTOMER SERVICE TEAM

- a) undertake the 'reception' services resolving face-to-face feedback opportunities or referring to the Subject Matter Expert via the Customer Service Coordinator if required for adequate resolution.
- b) receive, acknowledge and record 'Customer Feedback Forms' using the Customer Feedback System.

DIRECTOR STRATEGY AND PARTNERSHIPS

- a) lead the Marketing and Communications Team in managing complaints from external parties (including but not limited to representatives of the media) as outlined in the Communications Policy.

MARKETING AND COMMUNICATIONS TEAM

- a) monitor feedback received via the organisation's social media channels including:
 - initial assessment as to the feedback type (i.e. comment, compliment or complaint).
 - acknowledgements and responses in instances when additional consultation is not required to respond effectively.
 - referral to the relevant Subject Matter Expert in instances where further investigation or information is needed to respond effectively.
 - follow-up to ensure prescribed timelines are met and internal/external reporting as required.
 - recording of all information relating to customer feedback provided via social media channels in the Customer Feedback System.

GOVERNANCE AND EXECUTIVE SERVICES TEAM

- a) provide advice in relation to customer requests for information.
- b) assess and take appropriate action on requests for information in accordance with Privacy, Freedom of Information and Public Interest Disclosure legislative provisions.

PLANNING, RESEARCH AND REPORTING TEAM

- a) provide advice in relation to customer requests for information.
- b) assess and take appropriate action for requests for information in accordance with Privacy, Freedom of Information and Public Interest Disclosure legislative provisions.
- c) collect customer feedback through the annual research program and provide results and insights to relevant parts of the business.

PEOPLE MANAGERS AND EMPLOYEES

- a) advocate the Customer Service Framework and the provisions of this policy and supporting resources.
- b) undertake customer service duties and responsibilities in the spirit of the Customer Service Framework and in accordance with the standard of conduct and behaviour defined in the Code of Conduct and VenuesWest Way.
- c) approach customer feedback opportunities in an empathetic and professional manner.
- d) understand and adhere to the customer service process requirements defined in this policy and supporting resources.
- e) assist in responding to customer feedback opportunities as the Subject Matter Expert when required.



PRIVACY

VenuesWest collects information for the purpose of establishing and maintaining employee and personnel records. Personal information will not be passed onto any third party unless prior approval is obtained from the individual or unless legally required to do so. Information is collected in accordance with the principles of the *Freedom of Information Act 1992 (WA)* and the *Privacy Act 1988*.

FURTHER INFORMATION

Should you require further information about this Policy Statement, please go to the 'Contact Us' page on our website at www.venueswest.wa.au

Alternatively, you may contact us by:

- Calling – 9441 8222
- Emailing – contactus@venueswest.wa.gov.au
- Visiting our Customer Service Team at:

HBF Stadium
100 Stephenson Road
Mount Claremont WA 6010

