



***Hutt City Council Customer
Service Centre Survey
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Presented By



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Executive Report



Business Needs Assessment

- Excellence in customer service has been an area of focus for Hutt City Council over a number of years. The Council has set up a Customer Services Group to develop a customer service strategy that aims to make improvements to continuously enhance the organisation's services to its customers.
- This strategy can be summarised as:



Business Needs Assessment

- To implement this strategy, Hutt City Council is aiming to encourage a culture where staff gain satisfaction from putting customers first. It has also made the following commitments to its customers:

- easy to contact
- responsive
- take ownership
- keep promises
- go the extra mile
- take follow-up action
- act promptly
- do it right the first time
- keep customers informed
- provide frank, honest feedback
- be knowledgeable and accurate
- do what we say we will do
- complete in the agreed time
- be interested, fair, professional and friendly
- seek to understand customer needs

- In order to ensure that these commitments to its customers are met, Hutt City Council is also implementing a process for measuring its performance against key service dimensions, via independent market research.
- As an indication of the success the Council has achieved in its commitment to customer service, Hutt City Council's Customer Services Group won first prize in the local authority category of the NZ Performance Excellence 2001 Awards.

Business Needs Assessment

- In September 1999, Hutt City Council conducted research to benchmark customer satisfaction amongst visitors to its Customer Service Centre. This comprises four desks, each dealing with different types of customer enquiries (front reception, approvals, engineering records and payments) and is one of the main points of contacts with customers.
- The research in 1999 was conducted by Ingrid van Aalst & Associates using a “gap analysis” approach to evaluate service quality by comparing service performance (perceptions) with their expectations of service from an organisation such as Hutt City Council.
- During 2000, ACNielsen was commissioned to produce a set of guidelines designed to assist Council staff in implementing customer satisfaction surveys across the **entire** organisation in a consistent manner.
- ACNielsen was also requested to repeat the 1999 Customer Service Centre Survey, using the newly adopted methodology, whilst still allowing results to be compared against the benchmark measure where applicable.
- In 2001, ACNielsen was requested to repeat the Customer Service Centre Survey, for a second year, enabling results to be compared directly against the 2000 Survey.

Research Objectives

- How well is Hutt City Council performing in terms of its overall standard of customer service?
- How well is Hutt City Council performing on specific aspects of customer service related to the five service dimensions of reliability, responsiveness, assurance, empathy and tangibles; and to what extent have customer perceptions of Hutt City Council's standard of customer service changed over the course of the surveys?
- Do perceptions of service differ according to the type of enquiry or contact with Hutt City Council staff?
- Which aspects of customer service are most important in driving overall customer satisfaction?
- What are the priorities for Hutt City Council to help improve the standard of customer service it delivers?