



CUSTOMER SERVICE CHARTER

Purpose

To outline the City of Karratha's (the City) commitment to delivering high-quality customer service and to define the expected standards of service, response, conduct, and continuous improvement across all customer interactions for both internal and external customers.

This Charter reflects our shared responsibility to foster trust between the City and the community through open communication and consistent service which is reinforced by the City's values of Leadership, Integrity, Teamwork and Innovation.

Definitions

Complaint means an expression of dissatisfaction with the City's decisions, policies, procedures, charges, employees, agents or the quality of the services it provides.

For the purposes of this policy, a complaint is not a:

- Service Request
- Request for information, assistance or explanations of policy or procedure
- Report of damaged or faulty infrastructure (e.g. road pothole)
- Report of hazards (e.g. fallen tree branch)
- Report concerning neighbours or neighbouring property (e.g. noise or unauthorised building works)
- Report of failure to comply with laws regulated by Council
- An issue that is the responsibility of another authority or service provider, or
- The lodgement of an appeal or objection in accordance with a standard procedure (e.g. objection to a Development Application)

Customer means any individual, organisation, business, or government body interacting with the City.

Feedback refers to information provided by customers, residents, or service users to the City regarding their experiences with services, programs, or staff interactions. It may include compliments, complaints, suggestions, or general observations.

Service Requests are formal communications from customers or residents seeking action or assistance from the City on specific services, assets, or issues, such as maintenance, repairs, parking, waste collection, infrastructure or Ranger matters. Unlike feedback or complaints, they involve a request for service delivery or issue resolution, helping the City respond effectively and uphold service standards.

Commented [JJ1]: Adjust as per Feedback Policy definition

Commented [JJ2]: Adjust as per Feedback Policy definition

The Act means the Local Government Act 1995.

Policy Principles

1. Our Service Commitments

We are committed to inclusive, respectful, timely, and responsive service delivery. We will uphold the following commitments as we deliver services to our community:

- **Place-based:** Tailoring policies and services to the needs, characteristics, and aspirations of local communities and towns.
- **Culturally-informed:** Respecting and uniting diverse cultural identities and values, including Traditional Owners, in planning and decision-making processes.
- **Inclusive:** Ensuring equitable access to resources and services, fostering participation and belonging for all community members.
- **Sustainable:** Balancing economic, environmental, and social factors to support long-term community wellbeing and resilience.
- **Dynamic:** Embracing innovation and adaptability to address emerging challenges and opportunities.
- **Fair:** Promoting fairness, transparency, and equity while challenging inequalities and upholding individual rights.

2. Service Standards

Our service standards reflect our commitment to acknowledging customers promptly, taking ownership of requests, providing timely updates, following through to resolution, and continually improving our service based on feedback and reporting.

Phone Calls

Metric	Target
Call Answer Time	15–30 seconds (≈ 3–5 rings)
Call Abandonment Rate	Under 5% of total calls
Call Wait Time – On Hold	90% of calls under 2 minutes
Call Wait Time – To Transfer	90% of calls under 2 minutes

Commented [EL3]: I LOVE that you have aligned our commitment to the principles within the Council Plan.

Commented [SF4]: I suggest reviewing the use of unique in this as it allows for subjectivity and may leave us open, eg: overpromising trying to meet unique needs. Considering the next points cover the unique-ness in the mention of culture, Inclusive, sustainable etc

Commented [JJ5R4]: This is taken from the Council Plan

Commented [ID6]: specific metrics feel very operational for an external facing doc?

Commented [JJ7R6]: A public 'glossy' poster/ flyer type document will be developed to complement this OP for the public. Metrics need to be captured to be measured against and set the standard across the board 😊

Commented [EL8]: Do we need a complaints performance metric (ie. 95% of complaints acknowledged within two business days") or is this within the complaints policy?

Commented [HE9R8]: Within 24 hours (automated)

Commented [JJ10R8]: Feedback Policy includes complaints however I have included under written correspondence to ensure all metrics are captured together

Commented [JJ11]: Added to enforce and summarise service standards

Commented [VM12]: Is this inbound to our desk phones? Many have mobile phone numbers, are they excluded?

Commented [JJ13R12]: We can currently only report on desk phones as mobiles are on Telstra contracts. Do we want to specify this metrics should be to all services as a standard?

Commented [BM14]: Is this also measurable? Or just an aspirational target?

Commented [JJ15R14]: yes this is measurable and currently reported for the main CS team phone lines. I am working with IT do provide reporting across the organisation

Commented [JJ16]: Need to confirm with IT if the phone reporting system can capture this

Commented [JJ17R16]: Confirmed this is able to be captured in current reports - will look to include in Voice of the Customer program reporting

Commented [JJ18]: I have added these 2 Call Wait Times as we are able to report on these and set a standard in line with best practice (80-90%)

Customer Service Charter

Face-to-Face Interactions

Metric	Target
Acknowledge customer	Upon entry to a City facility or when next available (if serving another customer)
Attend counter enquiries from inside office	Within 5 minutes of being notified of customer, by Customer Service Officer or updated if there will be a delay

Written Correspondence & Requests (Letters, Emails, Webforms and Report It Requests))

Metric	Target
Initial Acknowledgement (including automated responses)	Within 2 business days
Response Time – Simple Matters	Full response within 7 business days
Response Time - Complex Matters	An interim response within 7 business days, including a timeline for resolution
Written Complaints	Acknowledged within 1 business day, responded to within 7 business days or kept up to date and provided a timeline for resolution

Social Media

Metric	Target
General Enquiries - During business hours	Respond publicly within 1 business day
Sensitive or complex matters	Acknowledge publicly as above and move to private message or formal complaint channel
General Enquiries - Outside business hours	Respond on next business day

Commented [JJ19]: Added Acknowledgment to customers as suggested by George below, and Counter enquiries as per current charter (although these can't be measured they set a standard)

Commented [BM20]: Suggested change for easier reading

Commented [JJ21]: Based on other LG KPI's we could improved this to 2 days to provide a quicker improved response to customers and close out in 7 days (or updates) for the below

Commented [VM22R21]: We should be able to automate an initial acknowledgement response almost immediately - thank you for your request, we will respond

Commented [CM23R21]: Agree.

Commented [HE24R21]: Within 24 hours (automated)

Commented [JJ25R21]: I have added that this includes automated responses however not every interaction will have an automated response - do we leave 2 days to cover when 24hrs isn't possible (training, unexpected leave etc)?

Commented [VM26]: I would think that a simple response should be managed within 2 days and more complex matters assessed within 7 days.

Commented [CM27R26]: I am not sure I would be spelling out this via channel, these should be tied to Customer Requests within the system. A simple Acknowledge the Customer with 1 working day (automated), Provide an update within the 7 business days and a commitment to closing the loop with the customer once the request is closed.

Commented [HE28R26]: Response time = 7 days however if it cannot be completed within that time, we provide an indication of the additional time forecast.

Commented [JJ29R26]: I have defined simple and ...

Commented [EL30]: Has monitoring and responding to ...

Commented [JJ31R30]: Yes this is part of Comm's role

Commented [ID32]: Clarify what is meant by a genera ...

Commented [ID33]: Consider amending wording to ...

Commented [VM36R34]: Yes this is fine

Commented [MJ37]: Social media poicity states ...

Commented [JJ38R37]: updated

Commented [JJ39]: Adjusted to keep uniformed ...

Commented [BM34]: Is this resourced and feasible? ...

Commented [JJ35R34]: @Matthew Jewkes please ...

Commented [BM40]: Perhaps move these under the ...

Commented [JJ41R40]: Do you mean to move the targ ...

Commented [EL42]: Have you considered metrics for ...

Commented [JJ43]: ACTION - Provide a clear stateme ...

3. Accessibility and Inclusion

The City is committed to ensuring all customers can access services in a way that is appropriate to their needs. To support inclusive access for all customers as per the City's Disability, Inclusion and Access Plan, we will:

- Offer interpreting services and alternative formats, upon request.
- Provide multiple communication channels including written, phone and in person interactions
- Proactively engage with underrepresented and vulnerable communities as per the City's Community Engagement Policy (CS24)
- Comply with Web Content Accessibility Guidelines (WCAG 2.1) for digital accessibility.

4. Respectful Engagement

Customers can expect City officers to:

- Acknowledge you upon entry to facilities
- Be helpful, courteous and professional
- Listen actively and communicate clearly
- Maintain privacy and confidentiality
- Treat all individuals fairly and respectfully.

You can help us if you:

- Are respectful and courteous to City staff and other Customers
- Provide accurate, complete and timely information
- Tell us if you need assistance to access our services.

The City is committed to providing a safe and respectful environment for both customers and staff. Abusive, inappropriate, offensive language or otherwise unreasonable conduct directed at City staff or representatives will not be tolerated and may result in restricted access to services in accordance with the City's Managing Public Aggression During Work Activities Procedure.

5. Feedback – Complaints & Compliments

- Complaints and Compliments are welcomed and managed under the City's Feedback Policy.
- Customers will be advised of complaint outcomes and offered a path to internal or external review.
- Complaint and compliment trends will be regularly reviewed and reported to the Executive Leadership Team to inform service improvements.

Commented [EL44]: We have more work to do in this space regarding accessible documents. Can we ensure it is incorporated into the customer service review scope and should be actioned by Comms - via the City's brand and style guides.

Commented [JJ45R44]: Added to the scope and will do initial work in Feedback Policy Implementation Plan

Commented [JJ46]: Added DAIP reference

Commented [BM47]: Will require a "How To" guide for staff and be resourced.

Commented [VM48R47]: Translating and Interpreting Service (TIS National)

Commented [EL49R47]: There are a number of services we can access to enable this.

Commented [JJ50R47]: Added to Feedback Policy Implementation Plan

Commented [BM51]: What can we currently offer and what will require additional tools/apps etc? Should we list what we can provide?

Commented [JJ52R51]: This will need to be investigated. We can currently only provide alternative languages.

Commented [EL53R51]: This is possible. There are services available that can do this for us and would be addressed on a case by case basis depending on need..

Commented [VM54]: The offer should always be there. Delete "upon request"

Commented [EL55]: If we include this, can we include a statement about co-design or consultation on services, programs and projects with people with disability and culturally diverse communities - or perhaps instead reference the Community Engagement Policy.

Commented [JJ56R55]: Added reference to Comm Eng. Policy

Commented [EL57]: I've included this, but now query whether our website complies. Can this be checked?

Commented [JJ58R57]: We don't currently comply but this is identified by Comm's for an upcoming project. There is a quick solution that could be installed called ...

Commented [GW59]: Suggestion: I think we need ...

Commented [JJ60R59]: I have added this point in - th ...

Commented [BM61]: This is very negative. Suggest ...

Commented [SK62]: Is a little odd that a Council Polic ...

Commented [JJ63R62]: This is standard across other ...

Commented [BM64]: I think this approach is outdated ...

Commented [JJ65R64]: I think we need something to ...

Commented [JJ66]: updated to align with Feedback ...

Commented [ID67]: Amend wording to include both ...

Commented [JJ68]: Added in line with Feedback Polic ...

Related Documents

Legislation & Local Laws

Local Government Act 1995

State Records Act 2000Local Government Property Law 2018

Strategies & Plans

City of Karratha Council Plan 2025–2035

Related Council Policies

Feedback Policy (Draft)

Code of Conduct for Council Members, Committee Members and Candidates

Employee Code of Conduct

Procedures, Documents & Forms

Internal Customer Service Guidelines

Voice of the Customer Program

City of Karratha Managing Public Aggression During Work Activities Procedure

Commented [ID69]: Adjust formatting of document control section to align with template

Policy Owner

Directorate: Corporate & Commercial

Department: Governance

Review Management

Next review due: March 2029

Commented [JJ70]: 3 yrs inline with Feedback Policy

Version Management

Version	Date	Council Resolution Number	Description
2.0	July 2025	[Resolution #]	Full policy revision and alignment with Council Plan 2025–2035. Change to Operational Policy.