



## 2016 ALGIM Customer Service Symposium

### Tuesday, 22 September 2015

8:30 am - 8:55 am

*Registration Open*  
EXHIBITION AREA

8:55 am - 9:00 am

***Welcome to Day Two of the Customer Service Symposium***  
CONFERENCE ROOM  
Jason Dawson, MC

9:00 am - 9:40 am

***Rowena Morrow, Innovation Leader at the City of Boroondara (Melbourne, Australia)***  
CONFERENCE ROOM

Rowena Morrow, Innovation Leader , City of Boroondara

Rowena's work within local government is all about helping to create a space for innovation to flourish – a topic close to the heart of all Customer Service leaders and managers.

With 20 years of experience in business innovation, Rowena is passionate about helping people investigate what might be possible rather than to settle for what is presently available or delivered. She presents this as foresight thinking – the ability to think long term across a number of scenarios and scan your environment for early signs of change.

9:40 am - 10:20 am

***Panel Discussion***

CONFERENCE ROOM

The panel will cover topics such as:

- Team culture
- Motivating and retaining staff
- Knowledge sharing within the team

And for a fresh perspective, the panel will feature not only Local Government professionals but also representatives from business such as IAG and Foodstuffs. With time allowed for questions from the floor.

10:20 am - 10:40 am

*Morning Tea*

EXHIBITION AREA

10:40 am - 11:20 am

**Improving performance and customer experience through better complaint management**

CONFERENCE ROOM

Dr Jason Price, Consultant , Price Perrott

Excellence in customer service requires councils to seek every opportunity they can to identify areas for improvement that also deliver operational performance efficiency. Customer feedback is an essential tool for continuous improvement, as well as presenting a daily challenge to those staff dealing with customers at the front line of customer contact.

In this presentation, we'll look at how the latest international standard for complaints management helps councils improve their service performance. We'll also discuss the psychology of complaints and why understanding the attitude of customers and employees is so important for managers introducing business change into customer service.

11:20 am - 11:50 pm

***Delivering Exceptional Customer Service in an Omni Environment***

CONFERENCE ROOM

Vicki Nell, Contact Centre Manager, EziBuy Limited

The history of EziBuy from humble beginnings in 1978 to becoming one of the leading direct to customer Australasian multi channel retailers offering fashion and home decor. The journey so far, the strong culture of innovation, customer service, convenience, quality and value including the role the Contact Centre plays in supporting excellence in customer service no matter what channel customers choose.

***Back to the Future?***

SEMINAR ROOM

Barbara Whitton, Customer Relationships Manager, Western Bay of Plenty District Council

A new approach to communication and engagement - repackaging the typical local government pitch, has returned some surprising results for the Western Bay of Plenty District Council. Their response to managing different expectations as part of local government reform has led to an approach focused on 'people and their place' with some unexpected outcomes.

11:50 am - 1:00 pm

*Lunch*

EXHIBITION AREA

1:00 pm - 1:30 pm

***Managing the Unexpected***

CONFERENCE ROOM

Shayne Harris, General Manager - Business, Manawatu District Council

Vicky Honey, Business Information Manager, Manawatu District Council

In 2014 a member of the public entered the Manawatu District Council building with a tin of petrol and cigarette lighter. The person doused themselves in petrol then proceeded to pour petrol through the building, through computer equipment and then threatened to set it on fire. The presentation will focus on the incident and the subsequent staffing and organisational impact.

Co-hosted by Shayne Harris and Vicky Honey.

***Palmerston North Library - Vision for Customer Service***

CONFERENCE ROOM

Palmerston North Library is aptly described as the Living Room of the City, a space where information, literary and digital resources are available for the community to enjoy. In addition to running great events and programmes, emphasis is on engaging and inspiring participatory community. Viewing the work of the library as in the community, not only can the community be found in the Living Room but the library can be found in community spaces and places.

Palmerston North Library aims to Te Ara Whanui o Te Ao – to inspire people to explore the pathways of the world.

In a nutshell, it's all about:

- Access to information, ideas and works of imagination
- Support for lifelong learning
- Enabling online access to the digital world
- Community engagement and participation.

Great space. Great place. Great people. Great community. Pretty cool really!!

***Embracing the Digital Revolution to Meet Customers  
Changing Needs with Limited Funds and Resources –  
The Journey of a Medium Sized Council***

CONFERENCE ROOM

Ashley Gore, Manager Customer Services, Porirua City Council

Centralising the resources of our Communications unit in December 2014 included the appointment of a social media coordinator based in the contact centre to increase our online engagement with our customers and utilizing the mayor and Councillors facebook pages. This included educating council staff about the importance of digital engagement. Basing the social media coordinator in the contact centre has been very successful to date so information can be shared particularly during recent storm incidents.

***Report a Problem online***

SEMINAR ROOM

Linda Goss-Wallace, Projects Manager, Hutt City Council  
The "Request For Service" project required expertise from staff across the whole organisation to develop an online "Report a Problem" form that is accessible from a PC or mobile device. Customers can attach a photo and pinpoint the location of the problem on a map, using the address selection or GPS coordinates.

The customer enters a description, their contact details and email address which is automatically sent the RFS number once submitted. This information is populated into the Council's asset management system. A signal is sent to the Contact Centre to pull up that RFS for triage and assignment to the appropriate Action Officer.

The RAP was launched October 2014 and has achieved the major objective to "Make it easier for customers to do business with Hutt City Council."

***The Engagement Economy***

1:30 pm - 2:10 pm

2:10 pm - 2:50 pm

2:50 pm - 3:30 pm

CONFERENCE ROOM

John Pratt, Principal Specialist, Spark Digital

The impact of mobility and particularly social media have changed forever the expectations of our customers. If we are going to have a chance of meeting customer expectations then we need to first respect their choice of media. There is a compelling case for adapting business and service models to better meet the expectations of our customers and stakeholders.

3:30 pm - 3:40 pm

*Conclusion of Day Two & prize draws*

CONFERENCE ROOM