POLICY STATEMENT

Title: **Customer Service and Feedback**

POLICY STATEMENT

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 aims to outline the responsibilities, accountabilities and processes by which feedback opportunities are managed.

SCOPE

This policy applies to all VenuesWest employees at all VenuesWest self-managed venues.

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:
   - **1.1. We Excite**
     - 1.1.1. We make people feel welcome and meet our customers' needs.
     - 1.1.2. We keep our venues clean, well-presented, and fit for purpose.
     - 1.1.3. We are well-presented, knowledgeable, and engaging.
   - **1.2. We Invite**
     - 1.2.1. We are passionate advocates for our venues, products, and services.
     - 1.2.2. We are knowledgeable.
     - 1.2.3. We actively invite customers to partake.
   - **1.3. We Delight**
     - 1.3.1. We make our customers feel safe.
     - 1.3.2. We go above and beyond to exceed our customers' expectations.
     - 1.3.3. We encourage feedback and action accordingly.
     - 1.3.4. We deliver on commitments

2. Customer service standards will be delivered through:
   2.1. Employees who are:
      2.1.1. approachable and responsive; and
      2.1.2. accountable and follow through on commitments made
   2.2. Actions which are:
      2.2.1. fair and impartial and defendable
      2.2.2. completed within an agreed specific timeframe
   2.3. Information that is:
      2.3.1. Accurate, consistent and easily accessible
      2.3.2. relevant and practical
   2.4. Processes which:
      2.4.1. provide varied avenues to request services, provide feedback or make a complaint
      2.4.2. consider individual customer needs and are communicative
3. Through customer service the organisation will:
   3.1. better understand customer expectations
   3.2. listen to customer needs and respond to changing requirements
   3.3. demonstrate commitment through:
      3.3.1. responsive, dynamic, and effective management of resources
      3.3.2. leveraging opportunities to promote initiatives and deliver world class sport and entertainment experiences
      3.3.3. collaborative work with our customers and stakeholders
   3.4. manage feedback opportunities in an open and honest manner by:
      3.4.1. attentive and empathetic interactions
      3.4.2. efficient acknowledgment processes and ongoing communication
      3.4.3. recording and reporting to inform business improvement processes.

DEFINITIONS

TERM	MEANING
Customer Feedback System (CFS)	The ICT system adopted by the organisation for the purpose of managing customer feedback.
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.

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

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 *Privacy Act 1988* and the *Freedom of Information Act 1992 (WA).*

COMPLAINTS/GRIEVANCES

Complaints relating to a breach of an information privacy security principle as per the *Privacy Act 1988* will be investigated internally by the most appropriate person depending upon the nature of the inquiry.

Complaints related to privacy should be emailed to privacy@venueswest.wa.gov.au.

Complaints which do not indicate a breach of the *Privacy Act 1988* will be managed in accordance with the following VenuesWest policies:

- Customer Service and Feedback Policy – for matters involving customers, clients, patrons, members of the public, visitors, and external stakeholders.
- Grievance Resolution Policy – for matters involving employees of VenuesWest

Further information

Should you require further information, please go to the 'Contact' page on our website: www.venueswest.wa.gov.au

Alternatively, you may contact us by:

- Calling (08) 9441 8222
- Emailing contactus@venueswest.wa.gov.au
- Visiting our Customer Service team at Perth High Performance Centre, 100 Stephenson Avenue, Mount Claremont, WA, 6010
- Should you require information on language services, please see our Language Services Fact Sheet at www.venueswest.wa.gov.au/policy