



## PROJECT INFORMATION SHEET

### Customer Service

#### What was the issue?

The South Australian Government recognised the need for a robust public service that has the skills, capability and flexibility to understand and address the changing needs of customers, especially in an era in which customer expectations have risen dramatically. The Government Reform Commission (GRC) placed emphasis and support on the need to embed a greater customer service culture throughout the public sector.

#### What has the GRC done?

The GRC raised the profile of the importance of customer service through the inclusion of a new target (T1.7) set out in South Australia's Strategic Plan 2007; that is, to:

*"Increase the satisfaction of South Australians with government services by 10% by 2010, maintaining or exceeding that level thereafter."*

The GRC held a Customer Service Conference in May 2007, featuring international, national and local speakers. The emphasis was on understanding the new customer service target 1.7, implementing customer satisfaction measures and showcasing best practice initiatives in the South Australian public sector, national and international jurisdictions.

In addition, the GRC purchased a licence for the South Australian public sector to use the Canadian [Common Measurement Tool](#) (CMT) to measure customer satisfaction. This tool is made up of eight core questions that measure the key drivers of customer satisfaction. There is also a set of additional questions that can be used to further drill down and understand the drivers. Standard use of the eight core questions will allow the South Australian Government the potential to benchmark against other governments and international organisations.

The GRC developed a number of resources including a [Customer Service Good Practice Guide](#) to assist agencies with measuring and improving customer satisfaction.

In addition, an agency wide Customer Service Network was established to share information and improve service delivery for the South Australian community.

The GRC Customer Service team consulted with a range of agency staff to assist with customer service improvement strategies and these are promoted on the [GRC website](#).

#### What more is there to do?

Cabinet recently endorsed the CMT as the government standard for the measurement of customer satisfaction.

A number of public sector departments are now (or soon will be) measuring customer satisfaction using the core set of survey questions. This provides the Government of South Australia with a baseline for measurement of customer satisfaction across government. Agencies have introduced many strategies to improve customer service delivery in response to this feedback.

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