



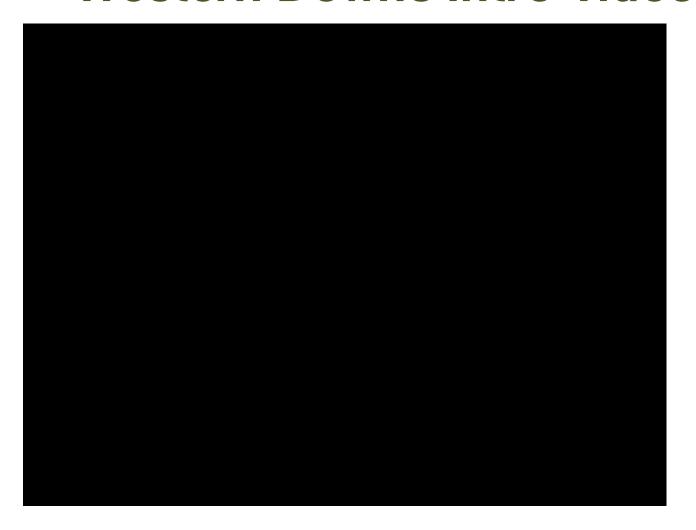
### **Contact Centre Evolution**

#### Ross Musgrove

**Chief Executive Officer** 



#### Western Downs Intro Video





#### Where we are now

 Developing a culture of Customer service, changing the face of customer service

 Increased focus on developing technology to meet our customers service expectations

### Defining Success

## Customer Experience Aspirational

Surprise me • Be authentic and memorable
• Let me own the experience • Inspire me

#### Customer Care

#### Desirable

Be fast and respect my time • Be always available • Really understand me and what matters to me • Don't stereotype me • Be human • Provide seamless, integrated experiences • Be proactive • Open up and share with me • Talk my language (not yours) in my hangouts • Guide me and have my back

## Customer Service

#### Essential

Know my name • Be polite • Listen to me • Be honest and truthful
Be trustworthy • Provide good value • Be easy to deal
with • Remember me • Be consistent • Don't make me repeat myself
• Make me feel important to you • Take responsibility • Don't make me wait • Be efficient • Keep me safe

Source: Telesperience 2016





# Opportunity

## Knocks



# Our People Are Our Future

WESTERN DOWNS REGIONAL COUNCIL



# Culture

VS

## Structure

WESTERN DOWNS REGIONAL COUNCIL



#### **Questions**

