



Local Government

City of Boroondara

Enjoying the view from over the counter

Head of Customer Experience and Community Engagement at the City of Boroondara, Deb Ganderton is a CSBA frequent flyer. Why? With hundreds of employees across dozens of departments offering over 150 services, the organisation desperately needed a customer-eye-view of how they do business.

Initially Boroondara came to CSBA with two challenges. 1) They wanted to improve service to lift customer satisfaction., and 2) They wanted to streamline and digitise processes to bring the organisation into the 21st century.

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Demystifying customer experiences

Mystery Shoppers gave Boroondara real-time feedback from specific interactions with staff. The insights gained are rich, immediate and detailed, and so they are easily incorporated into internal coaching programs. This helps Boroondara deliver meaningful and measurable improvements.

"It actually allows us to say, 'We observed 17 departments and 80 staff and here is the verbatim report of how any particular staff member interacted with the Mystery Shopper'," Ganderton says. "We can then go to a staff member and say, 'These are the five things we're marked on, and this is exactly what you need to do to assist us to become better'."

Actual insights for real results

No one has a more nuanced view of the customer experience than the customer. Boroondara use our Common Measurement Tool (CMT) to uncover exactly how satisfied actual customers are with particular services. Now they know what's working well, what is not, where they sit in the marketplace and where they need to improve. From here, they can measure and demonstrate customer satisfaction against the specific actions they take.

"All of a sudden we have measurement tools that will give that customer view of council," Ganderton says. "With this report you're able to feed back to your Board of Directors or your councillors or your community that for 'X' investment you've now increased actual customer satisfaction, not just community perception of it which we get from a community satisfaction survey.. How impressive is that!"



Image: Deb Ganderton Head of Customer Experience and Community Engagement, City of Boroondara