



Staff driving change in VicRoads Customer Service

Customer Service Benchmarking Australia were delighted to be able to host a group of clients to tour and experience the new VicRoads Customer Service Centre hub@exhibition. Designed and driven by customer service staff, the new service centre sets the standard in customer focused design. VicRoads used customer feedback to redefine the customer service roles, induction programs, uniforms, processes and the actual customer service centre itself. The result is a new state of the art centre capable of serving the increasing number of VicRoads customers able to access services through the new central CBD location.

“Having conducted a range of customer service feedback over the years, we felt we finally had enough input to really redesign every aspect of customer service and the results have been very positive”, says Michael Coughlan, Area Manager from VicRoads. “Our goal was to make a connection, make it easy and make a difference and this first hub will do just that”.

“We have worked with VicRoads for more than 3 years providing them with insights based on the feedback from their clients. It is great to see these insights put to such great use in totally redesigning the customer experience” said CSBA MD Paul van Veenendaal. “This is what real feedback and research is all about, not just numbers but being able to make a real difference to customer service.”

For more information and results contact:

- Megan Sulzberger, Marketing Manager, CSBA
- 03 9605 4900, megan.sulzberger@csba.com.au

About CSBA

CSBA are customer experience and research specialists and we have worked with a large number of government instrumentalities and infrastructure businesses across Australia since we began operations in 1997. This depth of experience has provided us with an understanding of the major issues facing these organisations. We work closely with the Melbourne Business School to ensure our methods are world class and our research robust. We know government, we know service and we want to bring the sum of this experience along with our clients’ inside knowledge to help organisations deliver the best customer experience possible.