

Customer Experience Action Plan Refresh

Survey snapshot

The Action Plan incorporated in the Customer Experience Strategy 2021-2027 is due for renewal. Community feedback was gathered to assess its effectiveness, refine key services and adapt to evolving customer needs.

Our overall engagement goal is to INVOLVE the community in the consultation activities offered in person and on YourSay. Feedback was collected through a survey and pop-up sessions were held in Dubbo for community and stakeholders to participate.

A summary of the results are highlighted below

How we reached you and raised awareness



28 days of consultation

30 June - 28 July 2025



YourSay project page

- 576 visits
- 3 project followers



Traditional media

- 1 inclusion in the July Council News Electronic Direct Mail
- 2 advertisements in newspapers
- Radio mentions across 2 stations



Digital engagement

- 45,249 social media reach (the number of times a post has been viewed)
- 545 social media engagements (the number of times a post was interacted with - which can be likes, shares, comments etc)



Community & Stakeholder consultation

1 Face-to-face pop-up Community Conversation events

Survey participation



13 surveys were completed

We asked participants if they had enough suitable ways to contact us, **13** responded:



69% indicated that were **satisfied**, there are enough ways for participants to reach us.

When we asked participants how they'd prefer to contact us, **4** responded with the following;



Prefer phone and email



In person

We asked participants if they were satisfied with answering phone call within 60 seconds, **13** responded:



69% indicated that were **satisfied**, there was enough ways for participants to reach Council.

When we asked the participants to please tell us how we can improve, **15%** of participants response was;



Improve wait times



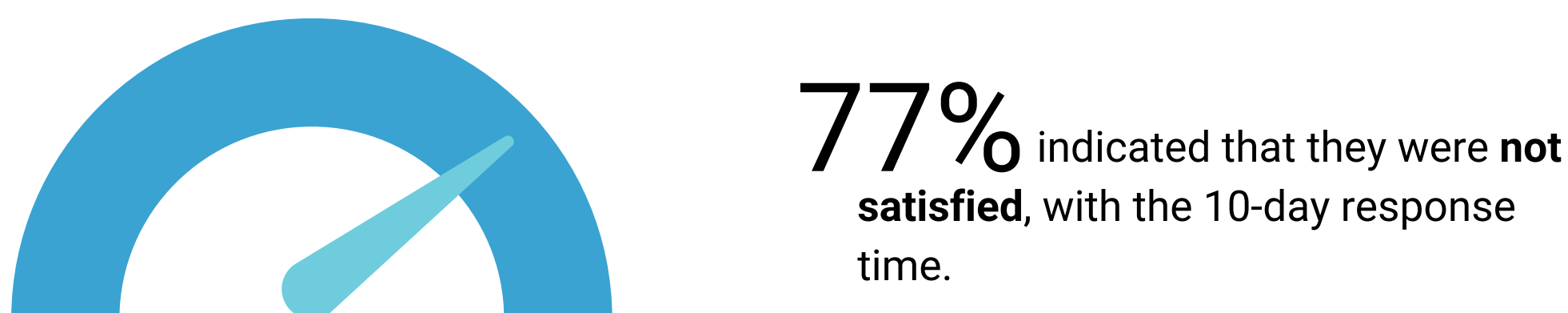
Increase call centre capacity

Survey results summary

We asked participants if information we share across our websites, social media and applications easy to find, understand and read, **13** responded:



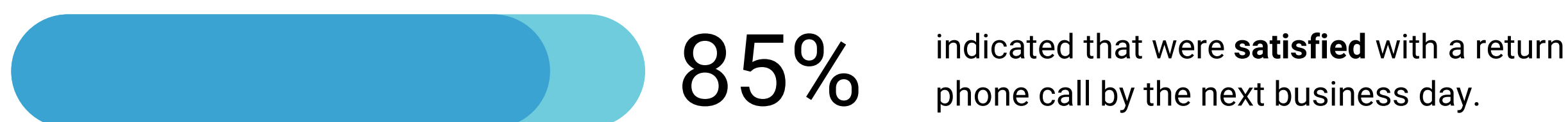
We asked participants whether they were satisfied with the 10-day email response time; **13** responded:



When we asked participants how the process could be made more efficient, **46%** responded. The most common theme that emerged was;

- Provide quicker email responses, whether partial or complete, and clarify messages to manage expectations.

We asked participants if they were satisfied with a return phone call by the next business day, **13** responded:



When we asked the participants to please tell us how we can improve, **1** participant responded with;

- Ensure staff return calls

Survey results summary

We asked participants if they were satisfied with how customer requests were monitored, delays reported, and updates provided.; **13** responded:



54% satisfied



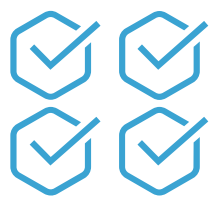
46% not satisfied

When we asked participants how the process could be made more efficient, **31%** responded. The most common theme that emerged was;



Reliable service from all staff and complete responses to all questions.

We asked participants if identify any areas of service they would like made available on DRC&ME, **7** responded:



All services should be available



Booking garbage disposal



Complaints for roads

We asked participants to rate if they think our current action plan and service delivery standards meet their needs and expectations, **13** responded:



62% rated high



38% rated low

When we asked participants if they have any additional suggestions that could help us enhance or improve customer experience **69%** responded. The top two themes that emerged was;



Council website is hard to navigate and needs alot of improvement



Have staff available at all times for in person visits/consistent level of service from all staff

Outcomes and next steps

A report will be presented to Council at the Ordinary Council Meeting, 5.30pm Tuesday 26 August 2025, seeking endorsement to go to public exhibition.

- All followers of this page, will receive an email with the engagement snapshot and advised when the draft strategy is on public display.



We would like to thank everyone who participated in this activity.
Your valuable feedback is greatly appreciated.