

Customer Service Action Plan 2021- 2023



OUR VISION	Service excellence for our community.
PURPOSE	To provide professional, honest, consistent and transparent service.
CORPORATE SPONSOR MESSAGE	<p>The NSW Police Force is committed to delivering customer service excellence to the community.</p> <p>Our customers are defined as: individuals and businesses (including victims of crime, witnesses and the community of NSW); stakeholders (including other NSW Government Public Clusters); business partners (including non-government organisations); suppliers & vendors and our internal colleagues. Arrested persons and suspects for crimes are not considered customers and they will be dealt with under the <i>Law Enforcement (Powers & Responsibilities) Act 2002</i> and other NSW Police Force policies and procedures.</p> <p>Customer service is a priority of the NSW Government and it is what the community expects.</p> <p>Our customers have reasonable expectations of NSW Police, that is for NSW Police:</p> <ul style="list-style-type: none"> - to be easy to engage - to act with empathy - to communicate; and - to be efficient <p>In the development of this action plan, the NSW Police Force has been guided by: Region Sponsors for Customer Service; NSW whole of government customer service commitments and the Charter of Victims Rights **. **<i>Victims Rights and Support Act 2013</i></p> <p>The measure of success will be when customer confidence and satisfaction in policing services increases.</p> <p>Assistant Commissioner Stacey Maloney Corporate Sponsor</p>
COMMUNITY / CUSTOMER / STAKEHOLDER ISSUES	<ul style="list-style-type: none"> • Our customers expect us to be easy to engage with, make it easy for them to access what they need and make it simple for them to understand. They want the NSW Police Force to be accountable for our actions. • Our customers expect compassion and to be treated with empathy, fairness and provided with a service in their time of need. They expect to be acknowledged and have their time and effort respected. • Our customers expect clear communication and for police to be clear about what steps are involved, minimise the need for them to repeat themselves, contact them when they need to know something, be clear in decision making and to reach an outcome.
RISKS / OPPORTUNITIES	<p>[R] – Customer experience importance – underestimating the significance of customer service and the customer experience in the delivery of NSW Police Force services</p> <p>[R] – Unrealistic customer expectations</p> <p>[R] – Customer disengagement</p> <p>[O] – Build customer centric aligned service delivery – the NSW Police Force service delivery strategy focuses on ‘prevention, response and capability’</p> <p>[O] – Adapt and use available better practice – utilise the practices and resources from other NSW Government Agencies</p> <p>[O] – Engage with our customers through a range of channels to ask how they want services delivered which address their needs</p> <p>[O] – Seek feedback on customer satisfaction with the NSW Police Force</p>

OUR APPROACH	CORPORATE PLAN STRATEGIES	HOW WE WILL ACHIEVE (Strategies / Initiatives)
PREVENTION	SAFEGUARD and STRENGTHEN individuals, communities, assets and infrastructure to deter crime, improve personal safety, and build resilience	<p>Objective: Engage customer groups</p> <ul style="list-style-type: none"> • Engage researcher to conduct bi-ennial Focus Groups to provide evidence-based options to improve customer service & experience [Corporate Sponsor, Crime Prevention Support Command] • Undertake research to understand the various touch points and interactions with each customer group and additional sub-groups – prior to any interaction, during the interaction and subsequent follow-up [Corporate Sponsor, Region Sponsors, Crime Prevention Support Command]
RESPONSE	DELIVER professional policing services to maintain community confidence	<p>Objective: Improve customer experience</p> <ul style="list-style-type: none"> • Increase community confidence in police to ≥ 86% by 2023 through the provision of professional customer service [All Districts and Commands] • Incorporate customer service satisfaction survey results into the service delivery related policies and practices of the NSW Police Force [Corporate Sponsor, Region Sponsors, Crime Prevention Support Command] • Conduct Command and District community engagements and engage with those within the community that would not normally have contact with NSW Police [All Regions, Police Districts and Police Area Commands] <p>Objective: Improve customer centric capabilities</p> <ul style="list-style-type: none"> • Utilise environmental scanning and customer feedback from various sources (i.e. surveys and complaints) to anticipate the impact of future trends on customer experience, such as ‘on-demand’ communication channels [Corporate Sponsor, Region Sponsors, Crime Prevention Support Command] • Analyse contributors to successful customer engagement in other Australian and global law enforcement agencies and NSW Public Sector entities to inform the NSW Police Force on areas for development that have been tried and tested through known channels [Corporate Sponsor, Region Sponsors, Crime Prevention Support Command]

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<p>CAPABILITY DEVELOP CAPABLE AND RESILIENT PEOPLE to maximise performance</p>		<p>Objective: Building customer service capability</p> <ul style="list-style-type: none"> • Establish Region and Region equivalent sponsors for the Customer Service portfolio by 2021 [All Regions] • Establish CSDO/CSPH equivalents in every District, Command and Directorate by 2021 [All Districts and Commands] • Facilitate annual Region Sponsor Forum [Corporate Sponsor, Crime Prevention Support Command] • Develop 'Commit to customer service' foundational module and increase individual capabilities to respond to evolving customer needs [Education and Training Command and Crime Prevention Support Command] • Identify customer service research and evaluation opportunities including conferences and workshops annually [Corporate Sponsor, Crime Prevention Support Command] • Reduce customer service-related complaints to ≤ 5 per 100 officers by 2023 [All Districts and Commands] • Review complaint data from customer service complaints and identify improvements [Corporate Sponsor, Crime Prevention Support Command, Professional Standards Command]
	<p>ENHANCE LEADERSHIP to build an agile and innovative organisation</p>	<p>Objective: Ensure high-level accountability for Customer Service</p> <ul style="list-style-type: none"> • Provide advice to CET and NSW Police Force on corporate risks, treatment options and other portfolio issues [Corporate Sponsor, Crime Prevention Support Command] • Ensure senior police representation on Department of Customer Service - Customer Experience Community of Practice, relevant Committees & working parties [Corporate Sponsor, Crime Prevention Support Command] • Monitor and review all performance indicators associated with the Customer Service portfolio bi-annually [Corporate Sponsor, Crime Prevention Support Command]

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