What Does Customer Experience Mean in Civil Works Delivery?

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Customer Experience starts earlier than you think
I think its fair to say – we have our work cut out for us
I wonder why?

“"I’m the chap who builds motorways through places like Twyford Down and when people complain, I say f--- off."”

Sam Small, gives a Young Conservative’s view of the civil engineering profession.
Customer Experience – Civil Works Delivery

What is the general public perception of their experience?

- Delays
- Interruption
- Personal impacts
- Not overly positive
Customer Experience – Civil Works Delivery

What Experience do we deliver?
• Safe
• Efficient
• Sustainable
• Asset improvement

All of our services are done for the long term benefit of the community.
Scenario 1 – Titanic Expectation Fail

The Promise
• Free drink package
• Special Spa treatment
• Ocean View for Interior price
• “Mystery Tour”

The Reality
• Free drinks
• Full price spa treatment
• Interior Room
• Impractical mystery tour

Customer Experience
• Negative experience
Scenario 2 - Murphy’s Law

So what went wrong

• Operations started at major intersection
• Profiler hit manhole
• AM peak rat run not identified
• Trucks parked on street, restricting access
• Businesses access severed
• Local Councillor not well informed
• People unaware of project
• 30 minute delays (incl. CEO)
Communication is key

Ask yourself:

• Do I know who my customers are and what’s important to them?
  Internal vs external vs political
• When do I inform my customers about works that may impact them?
  Major vs minor vs maintenance works
• How do I inform my customers of works that may impact them?
  Newspaper, website, letter drops, text, email, social media, VMS, apps, project signage, surveys, targeted communication strategy
• How well am I at informing my customers?
  Measuring effectiveness, monitoring social media
• Do I engage with my customers?
  One way vs two way communication
• What’s in it for me – isn’t this just another feel good exercise
Improving the Customer Experience

Customer Communication

• Unique branding for all communications
• Active media campaign.
• Honesty - DWYSYWD
• Improved advanced notifications.
• Improved website information.
• Improved business engagement
• Reduced customer callback times
• Dealt swiftly with complaints.
• Improved information quality.
• Released performance stats.
Improving the Customer Experience

Councillor Communications

- Branded for improved visibility.
- Personalised layman messaging.
- Raised profile of the program.
- Briefings as required/requested.
- Before and after photos.
Improving the Customer Experience

Internal Communications

• Branded for improved visibility.
• Active engagement with key stakeholders.
• Worked with Media and PR staff.
• Improved information quality.
• Recruit Engagement Officer.
• Double headsetted with Customer Service staff.
• Monitoring of customer performance.
What’s in it for me!

Benefits

• Reduced customer complaints!
• Increased customer compliments
• Improved engagement and support within the organisation.
• Increased trust from the Councillors.
• Reduced time spent fighting fires.
• Increased job satisfaction.
Improving the Customer Experience

Hints and Tips

• Talk with your Media and Customer Service teams.
• Have a layman read your messaging prior to release.
• Have natural communicators do the communication.
• Be mindful of customer needs.
• Do what you said you would do.
• Celebrate successes.
• Be proud of your work!

Shire of Moora, WA
Pop 2,535
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Thank you

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