



THE SALES COACH AND THE COUNCIL CONTACT CENTRE...

Angela Hume
September 2018

FACEBOOK REVIEWS

Rockdale
please Botany
residents disgusting
area customer
response issue
parking time street
thank you
concerns park
Mascot
service attention
contact people
beach
rubbish



1.7 of 5 stars
95 reviews



GOOGLE REVIEWS

Bayside Council - Rockdale Customer Service Centre

444/446 Princes Hwy, Rockdale NSW

2.2 ★★☆☆☆ 17 reviews

"My experiences have left me without confidence in the integrity efficiency or services provided by this council."

"Called about 5 times, never picked up. Didn't know that there was such thing as a breakfast break."

Bayside Council - Mascot Customer Service Centre

141 Coward St, Mascot NSW

1.1 ★☆☆☆☆ 14 reviews

APRIL

- Overwhelmed leadership team.
- Residents are quick to escalate complaints to Councillors and MP's.
- High volume of complaints being received.
- Inconsistent handling of enquiries by multiple departments.
- Low morale.
- No customer experience strategy.



THE IDEA



Hire a call quality officer to give staff intensive side by side coaching. To speed up service improvement.

WHAT ACTUALLY HAPPENED...

Lisa Friedlander

Executive,
Sales &
Business Coach



THE COACH IN ACTION



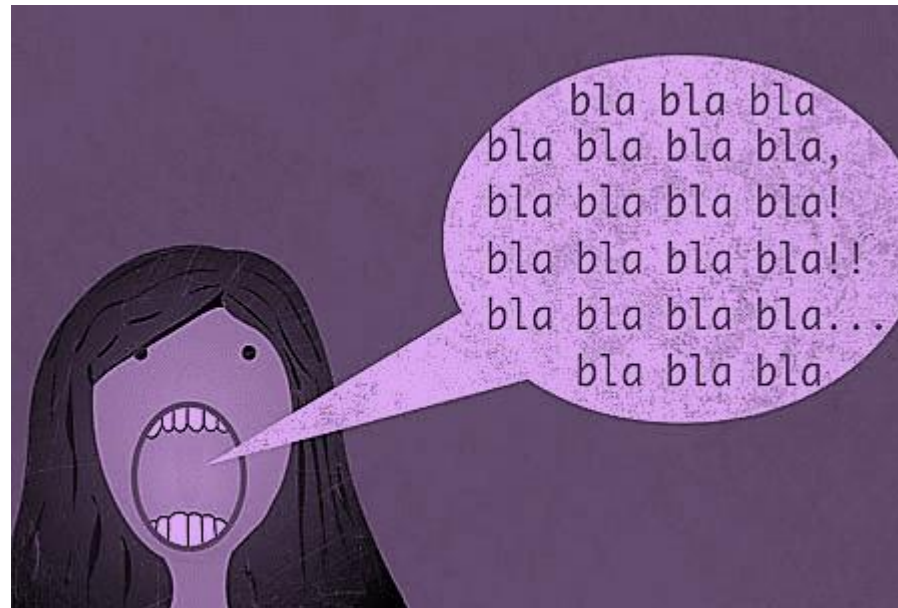
- Regular coaching sessions, huddles and meetings.
- Service training.
- Leadership coaching and training for senior staff and stakeholders.
- Performance management support.
- Hands on support.
- Guidance for external training.

SEPTEMBER

- New contact centre software.
- Team leader is email free.
- Leadership team have been run through intensive communications skills workshops. (2.5 days)
- Space has been made to focus on creative activities.
- First business partner training session held.
- Less noise about customer service.
- Planning all staff communications training.
- Strong partnerships with IT and L&D.



MY BIG MISTAKE





THE FUTURE

- Integrating emails and social media into the customer service team.
- Developing a customer service and libraries strategic plan.
- Roll out of digital strategy.
- Keeping the momentum going after the coach leaves.