

October 2016



# Customer Feedback Policy

Confidential

**Gold Coast 2018 Commonwealth Games Corporation (GOLDOC)**

PO Box 8177, GCMC QLD 9726, Australia P +61 7 5618 2018 F +61 7 5618 2000 E [info@goldoc.com](mailto:info@goldoc.com) W [gc2018.com](http://gc2018.com)



## POLICY CONTROL

<b>Effective from:</b>	25 October 2016
<b>Contact officer:</b>	Rebecca Masci, Manager Government Coordination
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Public Availability Statement

Tel: (07) 5618 2018

Email: [info@goldoc.com](mailto:info@goldoc.com)

Web: [www.gc2018.com](http://www.gc2018.com)



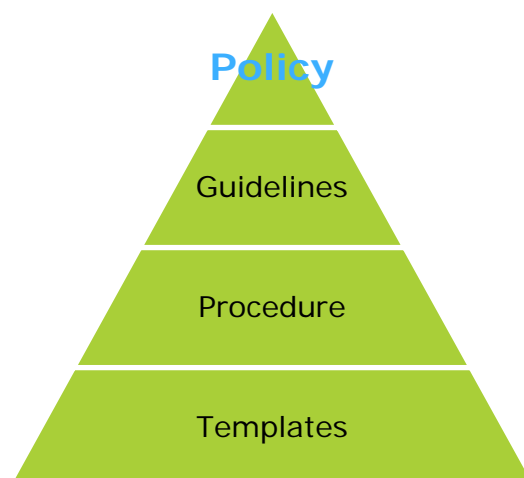
# 1. OBJECTIVES

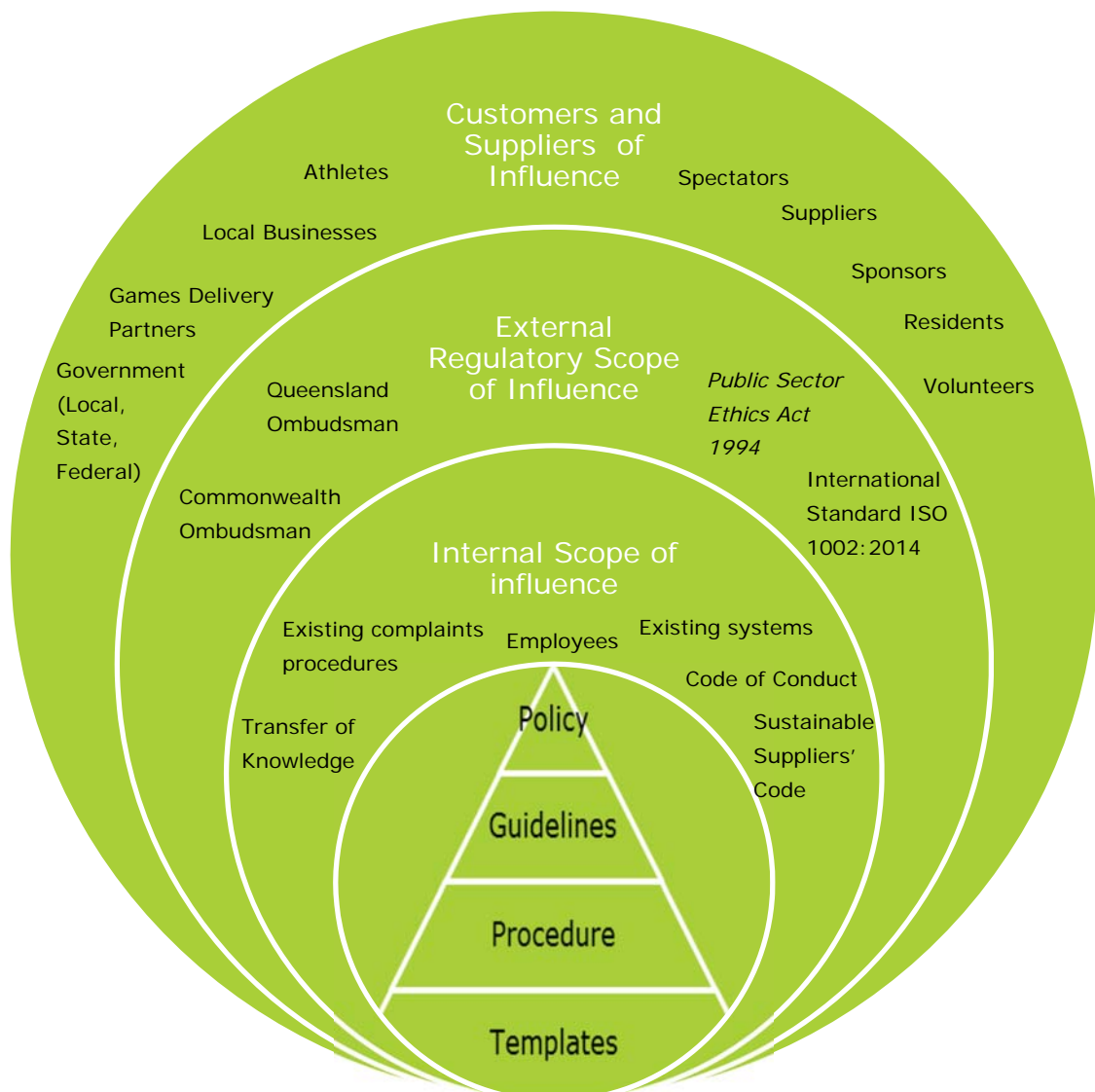
- To provide an enterprise-wide uniform and concise framework for the management of customer feedback.
- To establish roles and responsibilities within Gold Coast 2018 Commonwealth Games Corporation (GOLDOC) for responding to and actioning feedback received from customers.
- To deliver a customer feedback policy that recognises the importance of the customer, and the value their feedback brings to our ability to stage a great Games in a great city, leaving great memories and great benefits for all.
- To deliver a customer feedback policy that reflects the 'GREAT' values of GOLDOC.
- To deliver a best-practice customer feedback policy that reflects the expectations of all Commonwealth Games Partners through implementation of international standards outlined in ISO 10002:2014 (Guidelines for complaints handling), the expectations of Queensland Ombudsman, and complies with the *Public Sector Ethics Act 1994*.

# 2. CUSTOMER FEEDBACK FRAMEWORK

This document is the 'Policy' section of the Customer Feedback Framework as highlighted below, which seeks to set the overarching principles and responsibilities upon which the successful delivery of the whole framework depends.

The Customer Feedback Policy document should be read in conjunction with the Customer Feedback Guidelines, Customer Feedback Procedure, and Customer Feedback Templates.





### 3. POLICY STATEMENT

GOLDOC acknowledges that customer feedback is an important part of customer service and a valuable source of information regarding the organisation’s business decisions and processes. The way GOLDOC interacts with customers and responds to their concerns, is a direct reflection on the GOLDOC brand and values, and should be treated with the utmost respect as a consequence.

GOLDOC is committed to providing and maintaining an effective Customer Feedback Framework which is easily accessed by the public and supported by respectful and impartial employees. GOLDOC management is committed to the establishment and maintenance of a feedback process which is adequately resourced, and responsive to the recommendations of employees responding to customer feedback.

GOLDOC customers include anyone that interacts with the Gold Coast 2018 Commonwealth Games (GC2018). This may be to formally receive a product or service, or simply to enquire for information about the Games. Customers could be internal stakeholders (e.g. employees, Games Delivery Partners) or external stakeholders (eg. spectators, local residents).

While GOLDOC is not directly responsible for all Games related activity, it will act as the central point of receipt for all customer enquiries on GC2018, working to capture and channel their feedback into the relevant supporting agencies.

Customer Feedback is the provision of a customer's opinions, comments and expressions of interest in our products and services, which may be positive, negative or neutral in nature, including formalised compliments and complaints. It is important to capture all feedback which has been received through formally designated customer feedback channels, in order to monitor positive trends in service provision that should be celebrated, as well as issues or risks that may indicate change is required.

A complaint is the dissatisfaction made to an organisation, related to its products and services, or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected.

GOLDOC recognises that effective handling of complaints, enquires and feedback is a vital part of ensuring customer satisfaction, maintaining GOLDOC's reputation and contributing to the best possible delivery of the 2018 Commonwealth Games.

## 4. GUIDING PRINCIPLES

*Visibility* – provide easy access to information, advice and services, which describe how and where to provide feedback.

*Accessibility* – Ensure the feedback process is easy and accessible to all customers.

*Responsiveness* – Receipt of each enquiry or complaint should be immediately acknowledged and responded to in accordance with their urgency, while keeping customers up to date on the progress of their enquiry.

*Objectivity* – Ensure enquiries and complaints are addressed in an equitable, objective, and unbiased manner.

*Charges* – Ensure enquiries and complaints are able to be made without charge.

*Confidentiality* – Protect the privacy and confidentiality of the customer.

*Customer Centricity* – GOLDOC recognises the importance of our customers and the value their feedback brings to delivering a great Games.

*Accountability* – Ensure there is clear accountability for reporting and actioning complaints handling.

*Continual Improvement* – use feedback to inform improvements to business processes, systems and procedures.

## 5. SCOPE

This policy details the process for managing feedback as it relates to the Gold Coast 2018 Commonwealth Games Corporation (GOLDOC).

In scope:

- Enquiries received from a customer, stakeholder or employee acting as a member of the community.
- Enquiries about a third party agent or service provider that acts on our behalf, where we have some responsibility for their actions and/or services (e.g. John Smith Printing).
- Enquiries relating to our sustainable suppliers' code.

Out of scope:

- Enquiries that relate to matters outside our direct responsibility.
- Enquiries that relate to another agency or organisation not related to the delivery of the Games (e.g. another government department).
- Enquiries that relate to a third party agent or service provider where the matter is referred to the agent or service provider for direct investigation and response to the customer.
- Complaints made by employees regarding the behaviour, conduct or performance of other employees is outside the scope of this policy.
- Complaints received from Sponsors are not managed under this policy and are handled directly by the Sponsorship Function Area.
- Please note a dedicated Procurement Complaints Policy and Guideline details the specific requirements for managing procurement complaints at GOLDOC, and should be referred to the management of all procurement complaints. The Procurement Complaints Policy and Guideline complements the GOLDOC Customer Feedback Framework.
- Enquiries sent to GOLDOC through social media are out of scope and managed under the Social Media Guideline and Social Media Playbook.

## 6. DEFINITIONS

Term	Meaning
Feedback	Enquiries from a customer detailing their opinions, comments and expressions of interest in our products and services, which may be positive, negative or neutral in nature, including formalised complaints.

Complaint	expression of dissatisfaction made to an organisation, related to its products or services, or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected.
Compliment	Praise or admiration for an organisation, its employees, products or services.
Complainant	person, organisation or its representative, making a complaint.
Customer	GOLDOC customers include anyone that interacts with the Gold Coast 2018 Commonwealth Games (GC2018). This may be to formally receive a product or service, or simply to enquire for information about the Games. While GOLDOC is not directly responsible for all Games related activity, it will act as the central point of receipt for all customer enquiries on GC2018, working to capture and channel their feedback into the relevant supporting agencies.
Customer Satisfaction	customer's perception of the degree to which the customer's requirements have been fulfilled.
Customer Service	interaction of the organisation with the customer throughout the lifecycle of a product.
Objective	something sought or aimed for relating to the management of customer feedback.
Policy	overall intentions and direction of the organisation related to complaints handling as formally expressed by senior management.

## 7. RESPONSIBILITIES

Role	Responsibility
Chief Executive Officer	<ul style="list-style-type: none"> <li>- Ultimate responsibility for ensuring standards and policies are complied with through the management of customer feedback.</li> <li>- Ensure that the Executive Management Team is held to account for the management of feedback (response and actioning) in accordance with this policy.</li> </ul>
Executive Management Team	<ul style="list-style-type: none"> <li>- Ensure the management of feedback, both positive and negative is made a priority for the organisation, by allocating the management of appropriate resources.</li> <li>- Ensure that all employees are aware of the customer feedback policy and process for providing feedback.</li> </ul>
General Manager Strategic Engagement	<ul style="list-style-type: none"> <li>- Responsible for implementing, maintaining and reviewing the customer feedback policy, guidelines, and process.</li> </ul>

	<ul style="list-style-type: none"> <li>- Ensure the customer feedback policy is clearly understood and highly visible for all customers, GOLDOC Partners, sponsors and other stakeholders to access.</li> <li>- Ensure all employees involved in the day-to-day management of customer feedback are trained in the GOLDOC customer feedback policy, guidelines and procedures.</li> <li>- Oversee the management of escalated complaints.</li> </ul>
Manager, Communications and Media	<ul style="list-style-type: none"> <li>- Responsible for the day-to-day management of the Customer Feedback Framework, in line with prescribed response timeframes.</li> <li>- Escalate complaints where necessary to the General Manager Stakeholder Engagement for oversight or involvement.</li> </ul>
Community Engagement Officer	<ul style="list-style-type: none"> <li>- Implement the customer feedback policy in accordance with the guidelines and procedures provided.</li> </ul>
Case Owner	<ul style="list-style-type: none"> <li>- Designated as the person responsible for investigating a piece of feedback through to the resolution of the customer's enquiry.</li> </ul>
GOLDOC employees, volunteers, sponsors and Games delivery partners	<ul style="list-style-type: none"> <li>- Responsible for knowing about the customer feedback process and how to direct customers to provide feedback.</li> <li>- Comply with the customer feedback policy, guidelines and procedures, when interacting with customers.</li> </ul>

## 8. REPORTING REQUIREMENTS

All customer feedback received through formally designated channels must be recorded in a central register which is coordinated by the Community Engagement Officer. Feedback should be appropriately reported to Managers in timeframes outlined in the Customer Feedback Guidelines and should be escalated where necessary to the Executive Management for action, as documented in the Customer Feedback Procedure.

All feedback should be reported to the Executive Management Team on a monthly basis for the purpose of monitoring trends and addressing emerging issues.



## 9. RELATED DOCUMENTS, POLICIES AND LEGISLATION

This Customer Feedback policy should be read in conjunction with the following GOLDOC documents:

- The GOLDOC Code of Conduct
- The GOLDOC Communication and Stakeholder Management Policy
- Host City Contract
- Sustainable Sourcing Code
- Procurement Complaints Policy
- Procurement Complaints Guideline
- Social Media Guideline
- Social Media Playbook

GOLDOC has established a Complaints Handling Framework consistent with:

- International Standard ISO 10002-2014 Customer Satisfaction: Guidelines for Complaints Handling in Organisations
- The Queensland Ombudsman's Guide to Developing Effective Complaints Management Policies and Procedures
- *Public Sector Ethics Act 1994*

### ***"Promoting the public good***

*In recognition that the public sector is the mechanism through the elected representatives deliver programs and services for the benefit of the people of Queensland, public service agencies, public sector entities and public officials—*

- (a) accept and value their duty to be responsive to both the requirements of government and to the public interest; and*
- (b) accept and value their duty to engage the community in developing and effecting official public sector priorities, policies and decisions; and*
- (c) accept and value their duty to manage public resources effectively, efficiently and economically; and*
- (d) value and seek to achieve excellence in service delivery; and*
- (e) value and seek to achieve enhanced integration of services to better service clients." (Public Sector Ethics Act 1994, page 7).*