

**TITLE:** Customer Service and Feedback  
**CATEGORY:** External Relations  
**OWNER:** Venue Management  
**REFERENCE:** D19/20466

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## POLICY STATEMENT

VenuesWest is committed to engaging with customers and utilising simplified processes to deliver services and experiences that:

- are influenced by the VenuesWest Way Signature Behaviours
- focus on customer needs and preferences expressed through consultation and feedback
- are delivered by skilled, motivated, and courteous employees
- use the right technology to help manage customer interactions and improve our services
- respond to issues in a timely manner
- protect personal information and adhere to privacy legislation

VenuesWest will assess and measure its performance and achievements in customer service by implementing the Customer Service Framework.

This policy and supporting resources aim to outline the responsibilities, accountabilities, and processes by which feedback opportunities are managed.

This policy is to be read in conjunction with:

- Customer Service and Feedback Procedure
- Customer Feedback Process Chart

## SCOPE

This policy applies to all VenuesWest employees at all VenuesWest self-managed venues.

## PRINCIPLES

The following principles underpin the approach to customer service:

### 1. The VenuesWest Customer Service Framework will guide employees to create customer experiences in which:

#### 1.1. We Excite

- 1.1.1. We make people feel welcome and meet our customers' needs.
- 1.1.2. We keep our venues clean, well-presented, and fit for purpose.
- 1.1.3. We are well-presented, knowledgeable, and engaging.

#### 1.2. We Invite

- 1.2.1. We are passionate advocates for our venues, products, and services.
- 1.2.2. We are knowledgeable.
- 1.2.3. We actively invite customers to partake.

**1.3. We Delight**

- 1.3.1. We make our customers feel safe.
- 1.3.2. We go above and beyond to exceed our customers’ expectations.
- 1.3.3. We encourage feedback and action accordingly.
- 1.3.4. We deliver on our commitments.

**2. Customer service standards will be delivered through:**

**2.1. Employees who:**

- 2.1.1. are approachable and responsive
- 2.1.2. follow through on commitments made

**2.2. Actions which are:**

- 2.2.1. fair and impartial
- 2.2.2. completed within a specific timeframe

**2.3. Information that is:**

- 2.3.1. accurate and consistent
- 2.3.2. relevant and practical

**2.4. Processes which:**

- 2.4.1. provide varied avenues to request services, provide feedback or make a complaint
- 2.4.2. consider individual customer needs and are communicative

**3. Through customer service the organisation will:**

- 3.1. better understand customer expectations
- 3.2. listen to customer needs and respond to changing requirements
- 3.3. demonstrate commitment through:
  - 3.3.1. responsive, dynamic, and effective management of resources
  - 3.3.2. leveraging opportunities to promote initiatives and deliver world class sport and entertainment experiences
  - 3.3.3. collaborative work with our customers and stakeholders
- 3.4. manage feedback opportunities in an open and honest manner by:
  - 3.4.1. attentive and empathetic interactions
  - 3.4.2. efficient acknowledgment processes and ongoing communication
  - 3.4.3. recording and reporting to inform business improvement processes.

**4. VenuesWest aims for a five-day turnaround to respond to feedback and/or resolve issues.**

**DEFINITIONS**

TERM	MEANING
Feedback Opportunities	Avenues by which customers provide feedback (comments, compliments, and complaints) including phone, email, social media, correspondence and face-to-face.
Request for Information	A customer request for documents, information or an explanation of operations or service delivery.
Subject Matter Expert	Employees with the appropriate corporate knowledge needed to respond to more complex customer feedback opportunities.

## AUTHORITY

*Western Australian Sports Centre Trust Act 1986*  
*Public Sector Management Act 1994*

## PRIVACY

VenuesWest collects information for the purpose of establishing and maintaining employee and personnel records. Personal information will not be passed onto any third party unless prior approval is obtained from the individual or unless legally required to do so. Information is collected in accordance with the principles of the *Privacy Act 1988* and the *Freedom of Information Act 1992 (WA)*.

## RELATED RESOURCES

SUPPORTING PROCEDURES	RELATED DOCUMENTS	RELATED GOVERNMENT POLICY OR GUIDELINES
Customer Service and Feedback Procedure Customer Service Process Chart	Code of Conduct Privacy Conditions of Entry Public Interest Disclosure Related Legislation or Standard Australian Standard for Complaints Handling (AS ISO 10002 – 2006)	Ombudsman Western Australia – Guidelines and Information Sheets Australian Standard for Complaints Handling (AS ISO 10002-2006)

## GOVERNANCE

<b>RESPONSIBLE OFFICER APPROVAL</b>	Peter Bauchop – Chief Operating Officer – 18 October 2019
<b>ENDORSEMENT</b>	n/a
<b>APPROVAL</b>	Executive – 15 June 2022
<b>EFFECTIVE DATE</b>	15 June 2022
<b>REVIEW DATE</b>	June 2025
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