

2026
**CUSTOMER
EXPERIENCE
AWARD**

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2026 CUSTOMER EXPERIENCE AWARD

ABOUT THIS AWARD

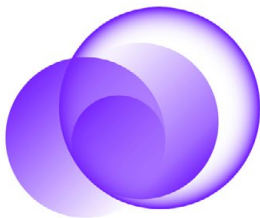
The Customer Experience Award recognises customer service improvements that enhance overall customer experience through innovative strategies, exceptional service delivery, and a commitment to customer satisfaction.

It acknowledges councils that have demonstrated measurable improvements in customer experiences by integrating customer-centric practices into their core operations and a degree of innovation.

The purpose of this award is to:

- **Recognise the contribution of individuals and teams to improving customer experiences**
- **Promote innovation and leadership in the provision of customer experiences**
- **Encourage end-to-end thinking of service design and delivery from the customer lens**

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Customer Success Business Partner Model Overview



The **Customer Success Business Partner (CSBP) model** is a new way of working that strengthens how internal departments engage with technology, data and community insights.


Built on a foundation of **collaboration, shared responsibility, and continuous improvement**, the model supports teams to deliver exceptional services aligned with the organisations **Customer Experience (CX) Standards**.

The guiding principle of the CSBP model is about building **strong, proactive partnership** between Customer Success and internal teams.

Customer Success Business Partners:

- Act as **strategic advisors** to help teams maximise value from customer systems and tools
- Use **data and insights** to improve services and guide decisions
- **Identify opportunities** early and support continuous improvement
- **Elevate the voice of the customer** by surfacing feedback and trends
- Support **digital transformation**, adoption and capability building

Customer Experience Standards



Executive Summary

These standards have been designed to create a clear direction to employees at the City of Whittlesea to ensure a consistent approach to how Council will deliver excellence in service and in satisfaction for our customers.

Customer Experience (CX) is a customer's perception of their end-to-end journey with an organisation, regardless of a direct or indirect interaction, therefore CX cannot be left to just the Customer Service team but needs to be a unified approach from the first interaction with Council, through the operational delivery and ongoing support and use of systems.

This document highlights the tailored approach Council will take to proactively address customer needs, and where applicable, how the organisation will resolve the customer matter as efficiently and as quickly as possible through a tailored omni-channel approach. In defining the channels, operational responsibilities, and reporting on the success of these activities, Council will continue to transform the omni-channel capabilities and offerings for customers to drive continuous improvement and increase proactive engagement.

Details on the customer experience service hierarchy as well as customer activity types are explained. The customer experience structure is also detailed as to the role of the Customer Experience Department, First Contact Resolution, HR & On-Hold Messaging, and our customer contact channels.

Explanation on the Role of Business and Operational Subject Matter Experts is elaborated on as well as what is expected when a case is closed in Salesforce.

At all times Council wants to ensure that its customers, no matter which unit/department they are talking with the service and expectations are the same. If a case has not been resolved/acted on within a specific timeframe it needs to be escalated to the Unit Manager of the team to action. This provides training or assistance to the actor officer relating also. There is also clarification on the escalation pathway due to customer dissatisfaction.

By setting out Council's Customer Experience Standards we are able to obtain reports to identify trends and drive continuous improvement.

Whittlesea City Council *Customer Experience Governance Model*

Whittlesea has transformed the way their teams think of the customer experience and act on it by creating a robust customer experience governance model that sits across all their services. Pinpointing key challenges to overcome including outdated systems, a lack of communication between departments, and customer journeys that were not always easy for community members to navigate, they developed a more human-centred design approach that has put customer needs at the centre of decision-making.

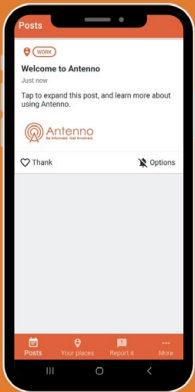
The initiative includes a Customer Success Project Control Group, a Customer Success Business Partner model, customer-centricity training, and in-house Customer Experience Standards. Customer needs are identified through customer satisfaction surveys, service data, CRM insights, and customer interactions which go on to inform customer journey maps and live dashboards that are discussed and actively considered by the Control Group. These tools have helped different departments collaborate more effectively with less duplication and improve services for customers.

Moving on from a legacy CRM to Salesforce as a single source of customer information has meanwhile allowed staff to access real-time insights and enhance communication and service delivery.

Since November 2024, the project has achieved a 427% increase in customer self-service through an upgraded customer portal and has maintained an average customer satisfaction score of 79%. With this positive momentum, 34 major customer projects had been endorsed at the time of Whittlesea's award nomination and half of these had already been delivered, helping to improve efficiency, automation, and more personalised customer support for the community in a continuous bid to improve.



Not to lose this momentum across council services, customer impacts and assessments are now a mandatory component of all project governance forums, ensuring customer impacts are considered upfront. By using human-centred design and customer feedback, the council has created a more accessible, transparent, and customer-focused service model. The initiative continues to support innovation, collaboration, and continuous improvement across services while delivering better outcomes for both customers and staff.

HIGH COMMENDATION




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- Get notified of road closures, public toilet closures and other important information straight to your mobile device
- Quickly and easily report a hazard on Council-owned property
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moorabool.vic.gov.au/Antenno



Moorabool Shire Council
Published by Hootsuite • 17 July

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Moorabool Shire Council *Antenno Implementation Project*

Moorabool Shire residents did not have a simple, real-time way to access council information or report local issues as they needed to. This perpetuated service delays, lower community awareness, and inconsistent reporting. To address this, the team at Moorabool sought out a mobile, two-way communication solution that fit neatly into their CRM without needing a whole new third-party product. Introducing Antenno: a mobile app that improved responsiveness, engagement, and the overall customer experience.

Antenno was designed based around real resident behaviours – people wanting quick, relevant, mobile updates and an easy way to report issues. In response, the app was designed to send location-based notifications, while residents could submit photos and detailed information to the council when they identified issues. Council staff across communications, IT, operations, and customer service worked collaboratively to ensure the app functioned effectively, collective testing the app prior to launch to allow time for improvements to usability and functionality as it was developed.

Antenno now delivers a simple interface and tailored notifications to end-users while providing council staff with structured, geo-tagged reporting that feeds into the systems they already use, reducing friction for residents and streamlining internal workflows. The desired outcome was a more informed community, faster issue resolution, and better-quality data for operations within a reliable, owned communication channel. The end result has made communication simpler, faster, and more connected with the community.

One of the key benefits of Antenno is its direct integration with the council's existing systems, allowing reports to flow straight into the CRM and be actioned faster. It also lets the organisation send timely updates, such as bin collection reminders, local news, and consultation information in a single platform. Some initial challenges were encountered, including managing increased report volumes and aligning internal processes, but rather than shying away from this increased engagement, these were quickly addressed through workflow improvements and staff training that continues on today. Response times have improved, phone enquiries have been reduced, and seeking solutions is now smoother for residents.



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