

Customer experience commitments

Together, we create experiences that are clear, simple, caring and consistent for everyone we work with and serve.

Clarity	Simplicity	Empathy	Consistency
Operating in a way that ensures people understand what we're doing, why we're doing it, what we can deliver, and what to expect.	Making things easy, we're easy to deal with and we can explain our processes simply, free from unnecessary steps.	Serving with care by listening, understanding, and responding respectfully.	Being reliable in the way we communicate and deliver services, while adapting to individual needs.
Making our services accessible and understandable. People will know what we do, why we do it, and how to access our service.	Reducing effort for customers. Services will be easy to access, with self-service options and clear pathways.	Addressing concerns quickly and constructively. Responses will focus on solutions, not defensiveness.	Applying service standards reliably, with flexibility to meet individual needs. People will know what to expect, and we will tailor delivery to individual needs where necessary.
Explaining the “why” behind decisions. When we say yes or no, we will provide context and reasons in plain language.	Streamlining processes and systems. We will remove unnecessary steps and align technology with the way we work.	Improving how we say no. When we can't do something, we will explain why and offer alternatives where possible.	Using consistent language and messaging everywhere. Internal and external communications will align across teams and channels.
Defining and sharing clear expectations. Service levels, timelines, and responsibilities will be transparent and easy to find.	Empowering staff to act. Delegations and decision-making will be clear, so customers aren't bounced around.	Keeping people informed. Updates will be timely, honest, and clear, so customers feel respected.	Safeguarding data and applying strong governance. Customer information will be handled responsibly and transparently.
Improving role clarity internally. Everyone will understand their responsibilities and how they connect to the bigger purpose.	Using plain language everywhere. Instructions, responses, and decisions will be explained simply and respectfully.	Designing services with people in mind. Decisions will consider real impacts on community life, not just compliance.	Aligning systems and processes. Technology and workflows will work together to create predictable experiences.
Aligning communication across teams and channels. Internal and external communications will be consistent, timely, and accessible.	Improving how we say no. When we can't do something, we will explain why and offer alternatives where possible.	Building a culture of empathy internally. Staff will feel supported and proud, so care flows naturally to customers.	Measuring and improving consistency over time. We will track performance and act on gaps to maintain trust.