



CUSTOMER CARE POLICY AND CUSTOMER SERVICE CHARTER FOR LEPHALALE MUNICIPALITY

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CONTENTS

CONTENTS.....	2
1 AIM.....	3
2 VALUES.....	3
3 BATHO PELE & THE CODE OF CONDUCT FOR MUNICIPAL STAFF MEMBERS.....	3
4 CUSTOMERS DEFINITION	4
5 CUSTOMER CARE DEFINITION AND IMPORTANCE	4
6 MEASURING SUCCESS.....	5
7 SERVICE STANDARDS.....	6
8 PRACTICAL IMPLICATIONS	6
9 CUSTOMER CARE COMMITMENT	7

PUTTING THE CUSTOMER FIRST

1 AIM

The Lephalale Municipality aims to provide consistent service excellence whenever customers make contact with the municipality. This aim incorporates the Municipality's commitment to ensuring the human rights principles set out in the South African Constitution, the eight Batho Pele principles aimed at transforming public service, and 'getting it right the first time.'

2 VALUES

The Lephalale Municipality will continually remind its staff of the core values that should guide all interaction with customers, including:

- Efficiency
- Professionalism
- Commitment and respect
- Integrity, morality and transparency
- Innovation
- Equity and fairness
- Compassion and dignity

3 BATHO PELE & THE CODE OF CONDUCT FOR MUNICIPAL STAFF MEMBERS

Batho Pele means "People First" and the eight principles set out in it are the foundation of national Government's approach to guide all interaction between Government institutions and its public:

- **Access:** Equitable access to integrated service delivery.
- **Openness and Transparency:** Creating a culture of collaboration.
- **Consultation:** Listening to the needs and problems of citizens.
- **Redress:** Apologising when necessary and finding speedy solutions when possible.
- **Courtesy:** Services offered with courtesy and consideration.
- **Service Standards:** Anticipating needs and informing citizens of the level and quality of service they can expect.
- **Information:** Complete, accurate information about the municipality and its services.
- **Value for Money:** Delivering solutions economically and efficiently.

This approach is strengthened by the values underpinned in Schedule 2 of the Municipal Systems Act, 32 of 2000; the Code of Conduct for municipal staff members.

4 CUSTOMERS DEFINITION

In the past the municipality has referred to the people it deals with as 'ratepayers' or 'consumers'. This perception may have created a mindset that only taxpayers, who essentially purchased essential services, were being served by the municipality. Since this is only half true, the notion had to be broadened to include everyone who interacts with the municipality and that they are in fact all **customers** who should be treated accordingly.

The municipality aims to emphasise the message that its customers are all the people it deals with in the performing of its work. These include the people who live, work and play in the greater Lephalale Municipal Area as well as everyone the municipality does business with. In this sense there are external and internal customers, and the same standards must apply when working with colleagues (internal customers) than with people outside the organisation.

5 CUSTOMER CARE DEFINITION AND IMPORTANCE

Customer Care in this context refers to this municipality's commitment to make the customer's contact with the municipality convenient and positive. The manner in which this is done is incorporated in the aim, values and Batho Pele principles communicated earlier in this document.

In practice, good Customer Care includes:

- A customer must be able to contact the municipality easily, reaching the correct department to handle its request or enquiry.
- A customer should have welcoming access to municipal buildings where adequate signage has been provided. Where practicable, access for the disabled should be provided. Incorporation of private areas for customers to discuss personal or sensitive matters should be considered where relevant and suitable.
- A customer should be assisted in their language of preference in accordance with the municipality's Language Policy (English, Afrikaans or isiXhosa).
- A municipal member of staff should identify himself by name when communicating with a customer, listen attentively and respond appropriately.
- Providing customers with relevant, accurate and up-to-date information, including an explanation when a service is not available.
- Once a complaint, request or enquiry has been received, prompt action should be taken and a clear response should be given to the customer within the period stated in the Lephalale Municipality Customer Service Charter (**Annexure A**).
- In the case of ongoing or long-term problems, a customer should be kept informed of any anticipated delays and progress reported regularly on the way forward in addressing the complaints, requests or enquiries.

- In case of dissatisfaction, a customer should be explained the procedure for lodging a complaint, including relevant contact details.
- Training municipal staff to enable better service, increased awareness and understanding of values in this document.
- Actively and regularly seeking comments on service delivery with the purpose of ongoing development and improvement.
- Recognising staff who are exceptional in achieving service standards and who go beyond the call of duty for the customer.

Service Standards are important to ensure:

- That all customers, whether they are residents or visitors, or do business with municipality, will receive uniform, consistent high standards of customer care in all departments within the municipality.
- That customer needs are addressed during the planning and delivery of all Council services, and incorporated in all relevant policies and procedures.
- That municipal staff are always reminded of their responsibility to put the Customer First and what this means in practical terms.
- That Council eliminate wastage by providing services “Right the First Time”.

6 MEASURING SUCCESS

This Customer Care Policy is supported by the attached Customer Service Charter (Annexure A), which includes Service Standards that will define deliverables for each service delivery unit and will serve as the municipality’s promise of delivery to customers.

Performance will be measured via continuous monitoring, benchmarking against similar organisations, and being subject to regular Performance Audits.

Via its Customer Relations Department, the municipality will develop methods of receiving customer feedback to determine levels of customer satisfaction in terms of standard of service received. Methods for this purpose include:

- Regular customer satisfaction questionnaires and post-transaction telephone follow-up.
- A “mystery shopper”-type programme in which members of the public are asked to do business in different departments to evaluate and score services objectively.
- Annual focus group sessions, performed by the Customer Relations Department, to determine possible gaps that may exist between customer perceptions of municipal service delivery and what the municipality thinks it is achieving.
- Actively publicising and advertising in municipal buildings a Customer Care SMS Help Line and email address where customers can report good or poor service, or provide feedback and suggestions.

- Placing of 'feedback boxes' in strategic places to facilitate Customer Care-related feedback.

These monitoring methods will assist the municipality in developing programmes that will address any shortcomings in the standard of service.

7 SERVICE STANDARDS

Service Standards are specific, service-oriented actions incorporated in the Customer Service Charter as a means to continually measure and improve service to its customers. At its core, the Standards aim to manage queries and complaints across all departments in a timeous, efficient and effective manner – incorporating the Customer Care principles discussed above.

Service Standards are designed to:

- Be measurable, with set performance targets which can be reviewed
- Stipulate the exact manner in which staff should behave in dealing with customers
- Incorporate training that would ensure that staff understand completely what is expected of them in terms of Customer Care

Service Standards, and the way in which the municipality will manage them, will be set out in the following document:

- Lephalale Municipality Customer Care Policy incorporating the Customer Service Charter, which includes the Service Standards.

8 PRACTICAL IMPLICATIONS

It is anticipated that the Lephalale Municipality's new customer-orientated approach may have some practical challenges for the municipality as an organisation and may require re-evaluation of certain municipal processes to ensure service standards.

- Every section of the municipality will have its own Service Standards, which will be supported by a set of performance measurement controls that, if complied to, will result in good service standards.
- Compliance with or adherence to the Customer Care Service Standards must be reflected as a Key Performance Indicator on each responsible official's performance plan.
- Processes will be regularly evaluated in all departments to ensure best practices regarding Customer Care and placing the Customer First.
- A performance system will be implemented to recognise staff, sections and departments who are exceptional in achieving service standards and who go beyond the call of duty for the customer.
- Staff will be trained to record and communicate feedback from customers – no matter whether the feedback directly relates to the department where it was

reported or not – so that problems can be dealt with speedily and without sending customers to and fro. Feedback may also be incorporated in procedures and processes related to Customer Care and service delivery.

9 CUSTOMER CARE COMMITMENT

The Customer Care Commitment is a statement, worded below, that will be used in different forms of communication to reaffirm the municipality's commitment to service excellence and Customer Care:

The Lephalale Municipality Customer Care Policy, incorporating the Customer Care Charter, demonstrates the municipality's commitment to render quality services to its customers.

The municipality values comments and observations regarding Customer Care and encourages customers to provide feedback through the below-mentioned channels to ensure ongoing service excellence.

Customers can report comments, complaints, compliments and queries regarding municipal services at any service counter of the Lephalale Municipality.

Customers should request the municipal official to record the feedback on the electronic Customer Care system, and ask for a reference number, which will be automatically generated when the comment has been recorded.

Customers are requested to ensure that their name, surname, contact details and the essence of the complaint are provided when providing feedback.

Should a situation not be resolved through normal service channels, customers can report the matter to the municipality's Customer Relations Department on the contact details provided below. A complaint can also be posted in the box marked "Customer Relations" provided at the reception desk of the Lephalale Municipality Corporate Building in Clyde Street.

- The Lephalale Municipality would also like to recognise employees who go beyond the call of duty. Customers are asked to report exceptionally good service to the Customer Relations Department. Please ensure that the relevant staff member's name, surname and department are correctly mentioned in such instance.

Manager Communications and Customer Relations

Lephalale Municipality

PO Box 21

Lephalale

6570

Customer Relations Officer

Telephone: 044 302 6594

SMS: 44453

E-mail: customer@Lephalale.gov.za

ANNEXURE “A”

CUSTOMER SERVICE CHARTER

Message from the Executive Mayor

The Lephhalale Municipality Customer Care Policy, incorporating this Customer Service Charter, sets out Council's commitment towards service excellence.

Underlined by the eight Batho Pele principles that national government prescribes as the core of service delivery for all levels of government, this document intends putting People First and has at its heart government's vision of 'Creating a better life for all'.

This municipality considers everyone who lives, works and plays in the Greater Lephhalale Municipal Area as customers. We want to ensure that you understand your rights and responsibilities, receive the services you are entitled to, and have the opportunity for feedback. We believe that the Customer Care Policy and Service Charter is a progressive step towards achieving such goals.

Message from the Municipal Manager

In this Customer Service Charter every department within the municipality has been assigned specific Service Standards according to the services it provides, and will be measured accordingly.

I believe that this department, this document and its related processes signify a new approach to customer service within the municipality and will go far in affirming the values we have always believed in: transparency, accountability and service excellence.

This document also signifies a relationship in which the customer has responsibility to pay timeously for the services he expects to be delivered, and reports issues and problems as soon as they occur. The municipality and its people remain in partnership which has a better chance of success when everyone is working together.

Lephhalale Municipality at a glance

Lephhalale Local Municipality is home to 140 240 people which is 18% of Waterberg Municipality's total population of 757 000. Between 2008 and 2018, Lephhalale LM experienced the largest increase in population in the Waterberg municipality, with an average annual growth rate of 2.87% between 2008 and 2018.

Governance

Our organisational structure comprises of the following directorates:

Directorate: Municipal Manager

The Municipal Manager is the Accounting Officer of the Lephalale Municipality.

Directorate: Social Services

This directorate is responsible for **Fire and Rescue**; Disaster Management; Traffic and Licensing; Safety and Security; Cleansing; Solid Waste; Cemeteries; Libraries; Arts, Culture and Heritage; Parks and Horticulture; Sports and Recreation; and Youth and Gender programmes.

Directorate: Corporate Support Services

This directorate is responsible for Legal Services; Administration; Committee Services; Human Resources; Public Participation; Property; and Records Management.

Corporate Services is also the secretariat of Council and supports the legislative and executive functions of Council.

Directorate: Financial Services

This directorate is divided into four sections: Income; Expenditure; the Budget Office; and Information Technology.

Directorate: Development Planning Services

This directorate's key performance areas are Town Planning and Building Control; Integrated Development Planning (IDP); Economic Development (ED); Integrated Human Settlements; and Environmental Management.

Directorate: Technical Services

This directorate is responsible for provision and maintenance of infrastructure with departments Public Works; and Water and Sewerage.

Directorate: Strategic Support Services

This directorate key performance areas are Communication; Local Economic Development; and IDP/PMS Division

Customers

Customers are all the people it deals with in the performing of its work. These include the people who live, work and play in the greater Lephalale Municipal Area as well as everyone the municipality does business with.

SERVICE STANDARDS

Designed to measure Customer Care services, the Lephalale Municipality has developed the following set of Service Standards for every department within the municipality.

General

Telephone calls

- Municipal staff will answer telephone calls within five ringtones whenever possible.

All Departments

Written and e-mail enquiries

- Acknowledge receipt by letter or email within five (5) working days of receipt, or immediately after inquiry has been recorded via SMS service.
- Enquiry answered, or feedback provided if problem not resolved, within ten (10) working days of receipt, or immediately after inquiry has been resolved, via SMS service.

Telephonic enquiries

- Enquiry answered, or feedback provided if problem not resolved, within ten (10) working days of phone call, or immediately after inquiry has been recorded, via SMS service.

Walk-in enquiries

- Answered within ten (10) working days, or feedback provided if not resolved.

The tables below reflect the response times for the various Directorates namely:

DIRECTORATE		
SOCIAL SERVICES		
SERVICE TITLE	SERVICE DESCRIPTION	SERVICE LEVEL DAYS
Social Services	General - Correspondence	10
Road Traffic and Law Enforcement	Animal Control	1
	Building Fines	1
	Field, Hazardous & Vehicle Fines	1
	Plot Clearing	1
	Drivers License Renewal	1
	Motor Vehicle License	1
	Motor Vehicle Registration	1
	Traffic Fines	10
	Complaints: Protest Action	7
Parks	Horticulture: CBD Maintenance	5
	Open Spaces: Bush Clearing & Tree Cutting	20
	Sport Field: Buildings	30
	Garden Refuse	5
Waste Management	Cemetries	3
	Illegal Dumping	5
	Public Ablution: Maintenance	7
	Refuse Collection	1
	Septic Tank Removals	1
	Street Cleaning CBD	2
	General - Correspondence	5

DIRECTORATE CORPORATE SUPPORT SERVICES		
SERVICE TITLE	SERVICE DESCRIPTION	SERVICE LEVEL DAYS
Corporate Support Services	General - Correspondence	10
Administration	No response to correspondence	5
	Records: Misplaced and Lost Documents	14
Human Resource	Job Applications: Not shortlisted	7
	General – CV's	5
Legal Services	Complaints: By-Law Enforcements	14
	Complaints: Contract Management	14
	Complaints : Land Use Planning Ordinance	14
	Enquiries: Title Deeds	14
	RDP House: Illegal Sale	5

DIRECTORATE FINANCIAL SERVICES		
SERVICE TITLE	SERVICE DESCRIPTION	SERVICE LEVEL DAYS
Account Enquiries	Account Accuracy	5
	General Enquiries (Financial)	5
	Property Valuations	21
	Rates	7
Assets & Insurance	Acknowledge Receipt of Insurance Claim	5
	Processing time (after receipt of all documents requested from other departments)	14
	Notification of Decision (after receipt of decision from insurers)	5
Credit Control	Indigent Applications	21
	Payment Arrangements	1
	Rebates	21
Customer Information	Change of Address	1
	Name Change: Pre-Paid Only	1
Financial Services	General Correspondence	10
Trade Services	Electricity: New Connections	14
	Electricity: Reconnections	2
	Electricity: Upgrades/Downgrades	1
	Meter Readings	3
	Suspended Services	3
Trade Services	Water: New Connections	7
	Water: Reconnections	1

DIRECTORATE INFRASTRUCTURE SERVICES		
SERVICE TITLE	SERVICE DESCRIPTION	SERVICE LEVEL DAYS
ELECTRICAL SUPPLY	Faulty Cable Repair & Load Switches	1
	No Electrical Supply	1
	Upgrades/Downgrades	1
LIGHTING	Faults Sport Field Lights	7
	Faults Street Lights	7
METERING	Faulty Pre-Paid Meter	1
	Meter Tampering	1
TRAFFIC LIGHTS	Faults	1
ROADS	Grading Gravel Roads	20
	General Road Repairs	10
	Pothole Repairs	5
SEWERAGE	Blockages: Sewer Reticulation	2
	Broken Sewer Pipes	14
	Manhole Covers: Sewer	28
	New Connections: Sewer	7
	Sewer Smells: Investigate	2
STORMWATER	Blocked Drains	10
	Manhole Covers	30
TECHNICAL SERVICES	General Correspondence	5
WATER	Burst Pipe: Minor Leakage	2
	Faulty Meters	5
	Fire Hydrant Leakage	3
	Meter Testing	20
	New Connections: Water	5
	Valve Leakages	2
	Water: Quality Check	5
	Water: Tanker Delivery	2
	Burst Pipe: Major Leakage	1
AUGMENTATION	General - Correspondence	10

DIRECTORATE DEVELOPMENT PLANNING SERVICES		
SERVICE TITLE	SERVICE DESCRIPTION	SERVICE LEVEL DAYS
BUILDING INSPECTORATE	Inspection of complaints	10
	Issue Completion Certificates	14
	Process plans larger than 500m ²	60
	Process plans smaller than 500m ²	30
	RDP Erven: Illegal Buildings	14
	Building inspections	2
ECONOMIC DEVELOPMENT	Local Economic Development: General Enquires	5
LAND USE APPLICATIONS	Acknowledge completed application	14
	Advertising	21
	Comments Provided to Applicant (after closing date)	14
	Decision on Authorised Official Applications (after receipt of response to comments)	60
	Inspection of Complaints	5
	Notification of Council Decision	14
	Processing time (excluding advertising & comments time)	90
	Submission to authorised official since applicant's comment period	120
PLANNING AND DEVELOPMENT	General - Correspondence	10

DIRECTORATE STRATEGIC SUPPORT SERVICES		
SERVICE TITLE	SERVICE DESCRIPTION	SERVICE LEVEL DAYS
ECONOMIC DEVELOPMENT	Local Economic Development: General Enquires	5

CONTACT NUMBERS:**Emergency Services:**

Lephalale Telephone: 014 763 2193

LEPHALALE MUNICIPALITY

CUSTOMER CARE POLICY AND CUSTOMER SERVICE CHARTER

Lephalale Municipality

Telephone: 044 302 6300

Street address: Cnr Joe Slovo Street & Douwater Avenue, Lephalale

Postal address: Private Bag X136, Lephalale, 0555

Website: www.lephalale.gov.za

Departments:

Accounts	014 762 1405 amogelang.marope@lephalale.gov.za
Electricity	014 762 1476 eddie.jacobs@lephalale.gov.za
Refuse & Waste	014 762 1432 joshua.hlapa@lephalale.gov.za
Roads	014 762 1465 rudzani.ngobeli@lephalale.gov.za
Customer Relations	xxxxxx 'xxxxx
Water	014 762 1474 april.shiko@lephalale.gov.z
Sanitation	xxxxxx 'xxxxx