

Media Release

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Help Shape the Future of Council Customer Experience

Swan Hill Rural City Council is inviting residents to have their say as part of an exciting initiative to transform our Customer Experience (CX) Strategy.

Council's Director Corporate Services, Bhan Pratap said Council is committed to delivering a more customer-centric approach that meets the needs and expectations of our community, and we need input from residents to make it happen.

"As part of this initiative, we're conducting a community survey, one on one interviews, and internal workshops to better understand current customer experience practices and identify opportunities for improvement.

"Community insights are essential in shaping a future-focused approach, and we want to hear from you.

These initiatives are designed to assess the strengths of current customer experience practices, identify challenges and pain points in service delivery, understand what residents value most in their interactions with the Council, and uncover opportunities to enhance the overall customer experience," Mr Pratap said.

Mr Pratap said Council was seeking volunteers to participate in one-on-one interviews to provide deeper insights into the customer experience.

Interviews will commence from 17 February.

I encourage residents who are interested in getting involved can contact Council on (03) 5036 2333 to register their interest. Your feedback will play a vital role in shaping the future of customer service in our community," he said.

Join us in making Swan Hill Rural City Council's services even better—because your experience matters!

Click the following link to complete the online survey by 5pm on Friday, 28 February 2025:

<https://letstalk.swanhill.vic.gov.au/SHRCC-Resident-Survey>