



**Western Cape  
Government**

Social Development

Chief Directorate Business Planning & Strategy

**SUB-DIRECTORATE CUSTOMER CARE**

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## **SUB DIRECTORATE CUSTOMER CARE**

### **Customer Care Service Standards**

**June 2018**

- I) Compiled for Service Delivery Improvement Plan: Vredendal/ Khayelitsha Project Team**
- II) Amended by the Sub-Directorate Customer Care October 2013**
- III) Amended by the Sub-Directorate Customer Care March 2017**
- IV) Amended by the Sub-Directorate Customer Care March 2018**
- V) Amended May 2018**

## REVISION HISTORY

Version	Notes	Amended	Date
Version 1	First draft	Kenny Marthinus	March 2017
Version 2	Second draft	Kenny Marthinus	March 2018
Version 3	Final draft	Kenny Marthinus	May 2018
Version 4	Final	Kenny Marthinus	June 2018

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**APPROVAL**

**Chief Director Business Planning & Strategy**

  
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22/6/18  
Date

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22/6/18  
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2018/06/27  
Date

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27/6/2018  
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**Head of Department**

  
R. Macdonald

2018-06-28  
Date



### **Purpose of this document**

This document includes the generic customer care standards for the Department of Social Development. It should be read in conjunction with the approved service charter of the Department

### **Background**

Part 3, paragraph 36(e) of the Public Service Regulation 2016 (as amended) requires the Executive Authority (EA) of a Department to establish and maintain an operations management framework which shall include *inter alia* service standards for all services. Regulation 37(1) of the PSR 2016 compels the EA to annually publish a service delivery charter which sets out the departments service standards.

During 2014 the generic customer care standards for the Department of Social Development was approved. The customer care standards are reviewed on an annual basis to ensure that it is aligned to improving service delivery. During 2017 the Standard Operating Procedure for Enquiries/ Complaints/ Citizen Reports were approved which resulted in amendments to the response times to issues mentioned herein with the concomitant effect that the approved customer care standards (2014) needs to be amended.

### **Consultation**

The draft Customer Care Standards document was circulated to all regional offices and to the SMS staff at head office to obtain comments and inputs. Comments were received from head office and which were where applicable incorporated in the document.

Below please find the final Customer Care Standards for approval.

### General Customer Care Standards

Key Support Services	Service Delivery Standards					
	Quantity	Quality	Target Group	Target Area	Time Period	Full Statement
Dealing with *walk-in customers  *includes customers that make contact via e-mails, letters, telephone and social media	100%	Aligned to the SOP for Call Centre Enquiries/ Complaints/ Citizen Report  Code of Conduct for the Public Service	Customer Care staff  All staff	Front desk	Daily	Staff doing duty at the front desk should receive all customers in a friendly manner with a greeting.  Where a staff member is out of the office the front desk staff should not turn a customer away but refer the customer to the supervisor / manager of the staff member  All staff are required to meet visitors at the reception desk where interview rooms are not available and accompany the visitor in and out of the building
Dealing with Telephone enquiries	100%	All telephone calls will be answered within the first 5 rings	All staff	DSD	Daily	100% of telephone calls from citizens will be answered within 5 rings with a standard greeting – "Department of Social Development, good day, (Name) speaking, how may I help you?"
Telephone Etiquette	100%	Code of Conduct for the Public Service	All staff	DSD	Daily	Staff shall: <ul style="list-style-type: none"> <li>Identify themselves clearly at the beginning of the call (incoming/ outgoing). Additionally,</li> </ul>

Key Support Services	Service Delivery Standards					
	Quantity	Quality	Target Group	Target Area	Time Period	Full Statement
Staff who are connected to VOIP	100%	Code of Conduct for the Public Service	All staff	DSD	Daily	<p>staff can identify the office, or the component or both.</p> <ul style="list-style-type: none"> <li>Always answer calls in a welcoming and friendly manner.</li> <li>Always be polite and efficient</li> <li>If you receive a "wrong number call", try to provide the name and telephone number of the requested person(s). Then transfer the call to the appropriate contact.</li> <li>Never leave the telephone receiver off the hook to avoid taking calls</li> <li>Activate their message service for when they are absent from their desks or out of the office</li> <li>Transfer their calls to a colleague when they are on leave or out of the office for an extended period</li> </ul>
E-mail etiquette	100%	Communication protocols	All staff	DSD	Daily	<p>Staff utilising the VOIP (voice over internet protocol) telephonic system, should log into their telephones as soon as they arrive at their work desks in the mornings</p> <ul style="list-style-type: none"> <li>Staff should not log out of the VOIP system when leaving the desk but rather transfer the call to another official when temporarily unavailable</li> </ul> <p>Staff should regard e-mails as official correspondence and respond to customers</p>

Key Support Services	Service Delivery Standards					Full Statement
	Quantity	Quality	Target Group	Target Area	Time Period	
						by the formal greeting as when writing an official response "Dear Dr/ Ms/ Mr...  Staff should not respond to a group mail utilizing the "Reply All" but to use "Reply" only to the author as e-mails can clog the server and the mailboxes of colleagues, unless specifically required to do so  Staff should take extra care not to include (CC/ BC) staff in replying or sending emails for the same reasons mentioned above in paragraph 2  Staff should take care to clear email trails between officials, and to not include internal correspondence when responding to a member of the public
Official Language	3 Official languages	Commitment to serve citizens in the 3 official languages of the Western Cape Government (WCG)	Management	DSD	Daily	The Department is committed to provide services to citizens within the official language policy of the Province in consideration of available resources
Employee Name Tags/ Access cards	100%	Branded name tag	DSD staff	DSD Offices	During working hours	Where requested customer should be engaged in the language of their choice 100% employees will wear the approved name tag / access card by which they could be

Service Delivery Standards						
Key Support Services	Quantity	Quality	Target Group	Target Area	Time Period	Full Statement
Internal signage and branding	100%	Branding policy of the WCG	Customer Care staff	DSD Offices	or Working in communities	<p>positively identified during working hours at all DSD offices</p> <p>Staff is expected to provide proof of identity when requested to do so by the security staff at the front desk</p> <p>All staff issued with an access card are to adhere to security measures when arriving at work without the access card</p> <p>All newly appointed officials must apply for a nametag or access card within 30 days of date of appointment</p> <p>Customer Care staff should ensure that the branding and signage comply with the standards of the Western Cape Government</p> <p>Note: The Communications Unit is responsible for signage and branding in the Department. The procurement and budgeting of branding and signage items is the responsibility of the relevant office unless planned for in the annual Communications Plan of the Department</p>



**Enquiries/ Citizen Reports/ Complaints received from the eG4C (e Government for Citizens) Call Centre**

Key Support Services Enquiries / Citizen Reports/ Complaints	Service Delivery Standards					
	Quantity	Quality	Target Group	Target Area	Time Period	Full Statement
Enquiries/ Citizen Reports/ Complaints received at DSD Offices or from other spheres of government  Include walk-ins, cell and telephone calls and social media as well as from other government departments	100%	In terms of the approved front desk SOP	Customer Care staff Supervisors and Management	Head Office and Regions	Same day of receipt  2 working days	The Department will respond to 100% of citizen enquiries received at DSD offices within same day on receipt of the matter in terms of the approved front desk protocol  Where information is not readily available: <ul style="list-style-type: none"> <li>The customer care official will inform the citizen of the situation and provide a due date and his/her contact details to the citizen</li> <li>Customer care staff will source the relevant information and respond to the citizen within 2 working days</li> </ul>
Enquiry/ Citizen Report/ Complaints register	100%	In terms of the approved front desk SOP	Customer Care Assistants	Local Offices/ Head Office	Daily	The CCA will daily record 100% of enquiries, citizen reports and complaints received at the front desk in the approved enquiry/ complaints register of the Department

Service Delivery Standards						
Key Support Services	Quantity	Quality	Target Group	Target Area	Time Period	Full Statement
Enquiries / Citizen Reports / Complaints Referral of enquiries/ citizen reports and complaints	100%	In terms of the approved front desk SOP	Customer Care staff Supervisors	Head Office and Regions	Within 2 working days	100% of citizen enquiries/ reports or complaints will be referred by e-mail to the responsible person(s) within 2 working days of receipt  Customer care staff will where possible make appointments for citizens with staff at the DSD offices and Social Welfare Partners
Respond to <b>PERM</b> Enquiries/ Complaints / Citizen reports received from the call centre in the Directorate eG4C in the Department of the Premier (DotP)  <b>PERM (Priority Escalated and Response Matters)</b> Abuse of children, women, the elderly, and the disabled as well as street children	100%	In Line with the SOP for Call Centre Enquiries/ Complaints/ Citizen Report	ASD Customer Care Customer Care Officer Supervisors Managers Regional Directors Programme Directors Chief Directors	Head Office and Regions	Same day of notification  Same day of Receipt  36 hours since receipt of notification	The ASD Customer care will refer 100% of <b>PERM</b> enquiries/ citizen reports and complaints to the relevant office within the same day of receipt  A home visit should be conducted within the same day of receipt of a PERM matter to assess the possible risk to the citizen and where required to initiate the required intervention.  Offices are to report to the Sub-Directorate Customer Care on progress of 100% of <b>PERM</b> enquiries/ citizen reports and complaints referred to it within 36 working hours of receipt of the matter

Service Delivery Standards						
Key Support Services	Quantity	Quality	Target Group	Target Area	Time Period	Full Statement
Respond to <b>general</b> Enquiries/ Complaints / Citizen reports received from the call centre in the Directorate eG4C in the Department of the Premier (DoIP) which <b>cannot be resolved</b> by the ASD Customer Care of the Customer Care Officer	100%	In Line with the SOP for Call Centre Enquiries/ Complaints/ Citizen Report	ASD Customer Care Customer Care Officer Managers Regional Directors Programme Directors Chief Directors	Head Office and Regions	Within 10 working days	100% of enquiries/ complaints and citizen reports received via the call centre (BMC) system must be resolved within 10 working days of receipt
Respond to <b>general</b> Enquiries/ Complaints / Citizen reports received from the call centre in the Directorate eG4C in the Department of the Premier (DoIP) which <b>can be resolved</b> by the ASD Customer Care/ Customer Care Officer	100%	In Line with the SOP for Call Centre Enquiries/ Complaints/ Citizen Report	ASD Customer Care Customer Care Officer Managers	Head Office and Regions	Within 3 working days	The ASD: Customer Care (ASD:CC) at Head Office and Customer Care Officer (CCO) at the regional office must log on to the call centre (BMC) system at least 3 times daily to search for new cases and to update existing cases  The ASD: CC and CCO must resolve 100% of general enquiries within 3 working days of receipt

Service Delivery Standards						
Key Support Services	Quantity	Quality	Target Group	Target Area	Time Period	Full Statement
Enquiries / Citizen Reports/ Complaints: Record Management: filing of complaints/ citizen reports	100%	Archives Act  Provincial Auditor General Customer Care Report 2017	ASD Customer Care  Customer Care Officer  Social Work Supervisor  Managers	Head Office and Regions	Weekly	Customer care staff should keep a record of all complaints and citizen reports that was lodged at the office or received from elsewhere in accordance with the National Archives Act  All general enquires should be recorded on the front office database as per the DSD Walk-in SOP 2017

**Front Office Reforms**

Citizen Care Generic Standards						
Key Support Services	Quantity	Quality	Target Group	Target Area	Time Period	Full Statement
Front Office Reforms Service Charter	100%	Public service Regulations, 2016  Aligned to Provincial branding	Regional Directors	DSD front offices	Daily	Service Charters must be reviewed by the customer care component on an annual basis and approved by the EA after internal consultations  Service Charters must be in line with Provincial branding guidelines

Citizen Care Generic Standards						
Service Delivery Standards						
Key Support Services	Quantity	Quality	Target Group	Target Area	Time Period	Full Statement
Front Office Reforms						Service Charters must be displayed in the front office area most visible to citizens
Reception desk	100%	8 hours per day	Customer Care Officers	Local Offices	7h30 -- 16h00	Reception areas will be manned during the working hours from 7h30 to 16h00 at all local offices
	100%	Front Office Register	Customer Care Assistants Social Auxiliary Workers PIC Manager Social Work Supervisors Managers			All local offices will have the approved Front Office Register in place to ensure that the front office is manned 8 hours per day. The Social Auxiliary Worker will be required to man the front desk during absences of the CCA
						At head office the Office of the Chief Director Business Planning & Strategy will deal with telephonic enquiries when customer care staff is unavailable
Display photos of politicians	100%	Communication protocol	Customer Care Officers Customer Care Assistants	Local Offices	Daily	Customer Care must ensure that photos of the Executive political office bearers for the RSA should be displayed in the front office on the feature wall in the reception area of all local offices in terms of the communication protocols

Citizen Care Generic Standards						
Service Delivery Standards						
Key Support Services	Quantity	Quality	Target Group	Target Area	Time Period	Full Statement
Front Office Reforms			PIC Manager Social Work Supervisors			
Render front office services to citizens at regional and local offices	100%	Attended to by informed and trained employees	Front Office staff at region and local offices	At all region and local offices	Within 15 minutes of arrival	100% of citizens will be attended to by informed and trained employees within 15 minutes of arrival at a Local Offices

**Governance matters**

Service Delivery Standards						
Key Support Services	Quantity	Quality	Target Group	Target Area	Time Period	Full Statement
Governance Reporting	100%	Approved reporting template	Regional Directors	Regional Offices	Quarterly, 3 <sup>rd</sup> Friday after the month end	100% of Regional Offices will report quarterly on the implementation of citizen care matters in their areas of responsibility regarding on the agreed reporting template l.r.o  (i) Batho Pele Implementation

Renewal of Memorandum of Understanding for the rendering of a call centre service	As per the financial guidelines and circulars	DD Customer Care CD Business Planning and Strategy	Head Office	Annually	(ii) Handling of Enquiries / Complaints and / Citizen Reports (iii) Front office reforms (iv) Thusong mobile/ Stakeholder development
Provision of an after hour telephonic support service	Financial guidelines for Standby and Overtime	DSD staff	Head Office and regions	Annually Monthly	The MOU between DoIP and this department for the rendering of a call centre service is renewed on an annual basis  Approval must be obtained before 1 April of each year for the rendering of standby and overtime services for customer care  All claims for standby and overtime must be submitted for approval within 5 working days after the end of each month

