



Customer Strategy 2023-26

At Finance, we are on a journey towards customer centricity, putting our customers and their needs at the centre of our organisation and ensuring they are considered in everything we do.

Our Customer Strategy commits us to improving the way we deliver services to achieve our vision of a better tomorrow for the Western Australian community.

It is underpinned by four strategic commitments, with related actions, to ensure they are achieved. The way we deliver our services continues to be guided by our Customer Service Charter Commitments.

Our Strategic Commitments



Engage & Measure

We engage with our customers to understand their needs and measure our success based on data and insights.



Deliver

We deliver a high-quality service and the best possible experience.



Focus

We focus our efforts and resources on what creates value for customers.



Grow & Learn

We grow and learn by sharing customer success stories and insights, and building capability in our people.





Our Customers

A customer at Finance is anyone who interacts with us to receive a service. Customers may interact with Finance under different circumstances: because they want to, or because they must. Finance commits to providing every customer with the best possible service experience.

In our central agency role, we lead key Government priorities and set policies and standards for WA government agencies to follow. Our priority is ensuring agencies comply with these policies and standards and key Government commitments are achieved. When the enforcement of our central agency mandate conflicts with our customers' expectations of service delivery, we will clearly communicate our expectations and provide transparency on our decisions.

When we deliver services to our customers, we do so within the boundaries of our authorising environment. This includes the Minister for Finance, other central government agencies including the Department of Treasury, the Department of the Premier and Cabinet and the Public Sector Commission, alongside policies and State and Commonwealth legislation.

We consider interactions with the Western Australian Government and other central government agencies (when performing their central agency role) as part of our authorising environment, and they do not form part of our customer definition.

Our ability to deliver some services for customers may be affected by our authorising environment. We are committed to doing everything we can to provide customers the best possible services and outcomes consistent with our authorising environment and within the boundaries of the policies and standards we set.



Our Customer Service Charter Commitment

The standard we strive to achieve when you interact with our people and services is that we are:

- Reliable
- Accessible
- Experts
- Transparent
- Understanding

We deliver our Services in the context of our values:

- Clarity
- Empathy
- Collaboration
- Growth

We Want Your Feedback

To provide feedback about any of our services, visit wa.gov.au/finance or scan the QR code.





Customer Strategy **Actions 2023-26**

To achieve our Strategic Commitments, by 2026 we commit that we will:



Engage and Measure

- Seek to understand what's important to our customers and measure their experience with us.
- Work with customers to develop our services to better meet their expectations.
- Collect and analyse customer insights that inform customer-centric decisions and measure outcomes against baselines.
- Engage regularly with our customers and use feedback to improve service outcomes.
- Measure and report our performance against the Customer Service Charter.



Deliver

- Provide accessible processes for handling enquiries, feedback, and complaints.
- Measure and report on performance against customer key performance indicators.
- Ensure that staff outcomes are linked to the achievement of commitments in the Customer Service Charter.
- Ensure that services are developed and designed with customers wherever possible.



Focus

- Understand the services we provide, how we provide them, and who we provide them to.
- Have a service blueprint which guides our service experience.
- Focus on simplifying our processes and information.
- Develop and use customer outcome measurements when developing projects and services.
- Use customer journey mapping to improve our processes and reduce complexity for our customers.



Grow and Learn

- Explore new ideas to provide better services to our customers.
- Celebrate our customer successes and use these to improve our other services.
- Use insights from customer feedback to improve customer service delivery and provide a better experience for our customers.
- Develop and deliver a customer awareness training program and customer service skills program for our staff.

