



CUSTOMER RELATIONS MANAGEMENT POLICY

Policy Drafted or Reviewed by	Multi-Disciplinary Policy Review Task Team
Policy Implementing Departments	Sizakala Customer Service Unit
Policy Mandated by	Head Sizakala Customer Service Unit
Signature of Mandating Official	
Approved by	
Date Approved	

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Definitions

Term	Definition
Batho Pele	Is a government policy aimed at putting people first in a manner in which government delivers services to citizens.
Batho Pele Office	A designated office within the Municipality mandated to administrate oversight over Batho Pele implementation in the Municipality.
Batho Pele Principles	11 Batho Pele principles include: Consultation, Service Standards, Access, Courtesy, Information, Openness and Transparency, Redress, Value for Money, Encouraging innovation and rewarding Excellence, service delivery Impact, Leadership and strategic direction
Citizens	People who live within the eThekweni Municipality Area.
Council	A legislative body of local government. A group of persons who, whether elected or appointed, serve as representatives of the public to establish state or municipal policies and to assist the chief executive of the government unit in the performance of duties.
Customer Care	A process that seeks to acquire new customers, provide appropriate services and therefore building customer loyalty.
Customer Care Standards	Standards set by the Municipality to inform citizens about the level and quality of services rendered by the Municipality.
Customer Relations	The relationships that the Municipality has with its customers and the way in which it treats them.
Customer/s	Any individual and/or institution doing business with the Municipality or a recipient of services offered by the Municipality.
Municipal officials	Anyone who is employed by the eThekweni Municipality
Municipal Representatives	Anyone who is appointed, not limited to Municipal Officials or Councillors, to act or speak on behalf of the Municipality.
Municipal Units	Units that are responsible for different services and functions within the Municipality.
Municipality	A municipality is an organ of state within the local sphere of government, exercising legislative and executive authority within an area determined in terms of the 25 Local Government: Municipal Demarcation Act, 1998
Service Providers	A company or individual who render services to and on behalf of the Municipality.
Services	Services offered by the Municipality.
Stakeholders	A person such as an employee, customer, or citizen who is involved with an organization, society, or business and therefore has responsibilities towards it and an interest in its success
Ward Committees	Are made up of representatives of a particular ward. They are made up of members who represent various interests within the ward.

Ward Councillors	Elected individual for specific geographically defined ward within the municipality, to ensure that interests related to his/her ward are represented in Council.
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Acronyms

1. **CRM-** Customer Relations Management
2. **IGR-** International and Governmental Relations
3. **PAIA-** Promotion of Access to Information Act, No 2 of 2000
4. **PAJA-** Promotion of Administrative Justice Act No. 3 of 2000
5. **POPI-** Protection of Personal Information Act, No. 4 of 2013

1. Preamble

Municipalities were established in terms of the Constitution of the Republic of South Africa Act 108 of 1996, Chapter 7, Section 115 and the Local Government: Municipal Structures Act, 1998 (Act No. 117 of 1998), Chapter 2, Section 12 with the purpose of achieving applicable legislation that affects Local Government. eThekweni Municipality, therefore, must regulate how it relates to its customers, communities, stakeholders within its jurisdiction and the Customer Relations Management Policy creates a platform and means to facilitate constructive and healthy relationships with its customers and citizens. Additionally, the Batho Pele principles, our Municipal values and standards guide the Customer Relations rules and procedures in this policy.

1.1. Scope

This policy applies to all eThekweni Municipality's customers, stakeholders, service providers, and Council representatives.

2. Purpose

The eThekweni Municipality aims to regulate the provision of service management of interactions and building of relationships whenever customers contact the Municipality:

- 2.1. To ensure the provision of excellent, customer-focused service to all customers and stakeholders of the Municipality;
- 2.2. To ensure that all municipal officials, suppliers, councillors and ward committee members uphold the Batho Pele Principles as provided in the White Paper Transformation of the Public Service and the Public Service Act.
- 2.3. To ensure that the highest service standards of customer relations are adhered to and observed, including the sustainable principle of "getting it right the first time"; and just in time.
- 2.4. To ensure effective and efficient complaints management systems and provision for redress as envisaged in the Batho Pele Principles;

- 2.5.To instil a customer centric culture in all operations and interactions with customers and
- 2.6.To capacitate Municipal officials with knowledge and competencies that will sustain the service standards in accordance with the changing customer needs.

3. Legislative Framework

- 3.1. The Constitution of the Republic of South Africa 1996
- 3.2. White Paper on Local Government of 1995, White Paper on the transformation of 1997, Section F (Batho Pele Principles)
- 3.3. Public Service Act, No. 103 of 1994
- 3.4. Public Administration Management Act, No. 11 of 2014
- 3.5. Municipal Systems Act, No. 32 of 2000
- 3.6. Municipal Finance Management Act, No. 56 of 2003
- 3.7. Protection of Private Public Information Act, No. 4 of 2013
- 3.8. Promotion of Administrative Justice Act, No. 3 of 2000
- 3.9. Promotion of Access to Information Act, No 2 of 2000
- 3.10. Municipal Structures Act, No.117 of 1998
- 3.11. Intergovernmental Relations Framework Act, No.13 of 1995
- 3.12. Occupational Health and Safety Act, No.181 of 1993
- 3.13. Dangerous Weapons Act, No. 85 of 1993

4. Problem Statement

eThekwini Municipality adopted a Customer Care Policy in 2008, the principal objective of the policy was to regulate customer relations across Municipal Units.

The Customer Care Policy had pitfalls on synergies, duplications, fragmented approaches fuelled by non-aligned strategies in the Municipality.

The current policy review process thus aims to integrate the Batho Pele, Customer Care and Complaints Management policies into a single Policy. A Customer Care Policy mandate is a legal requirement by the Municipal Systems Act no. 32 of 2000, Chapter 2, Section 6, therefore eThekwini Municipality is obliged to comply with this requirement.

Complying with this requirement will support eThekwini Municipality's Vision that by "2030 the Municipality will enjoy the reputation of being Africa's most caring and liveable City, where all citizens live in harmony". In pursuit of this "Vision" the Head of Sizakala Customer Service Unit commissioned the review of the Customer Relations Management Policy that will be aligned to international best practice standards with an aim of sustaining global customer relations management standards. A Customer Relations Management Policy that will create synergies, reduce duplications, eliminate fragmentations and silo practices in the Customer Care environment within the Municipality.

5. Policy Provisions/Rules

5.1. Institutional roles and responsibilities

5.1.1. Head, Sizakala Customer Service Unit is the custodian of this policy.

5.1.2. Managers and Supervisors must communicate this policy with all employees under their direct supervision. They must ensure that all employees under their control comply with the policy provisions and apply necessary corrective steps in cases of non-compliance

5.1.3. All unit Heads must ensure and take responsibility in the implementation of the CRM policy. By putting appropriate measures in place to ensure compliance and establish corrective measures where there is a breach of policy rules.

5.1.4. The Batho Pele Office under the directive by the Head: Customer Relations Management Unit shall perform an advocacy and oversight function in relation to customer service standards.

5.2. Policy Rules

5.2.1. All customers must receive consistent high-quality standards of customer care.

5.2.2. The impact on customer must be taken into account in the planning and delivery of council services.

5.2.3. All customers must be able to access Municipal services in a manner that is convenient, easy and accessible.

5.2.5. All customers must have access to relevant Municipal information.

5.2.6. Municipal officials must conduct their service functions in a manner that is professional, transparent and dignified.

5.2.7. The Unit Heads must take responsibility for enforcing and ensure that the level of service as stipulated in this policy is applied by all Municipal officials when dealing with customers.

5.2.8. The Municipal Heads of Units must ensure appointment of designated senior management officials for Customer Relations Management.

5.2.9. The Municipal Heads of Units must ensure workplace skills plan and capacity development of Municipal officials in relation to the implementation of this policy.

6. Policy Procedures

6.1. Municipal Official Dress Code

- 6.1.2. Municipal officials must be presentable and be in line with the existing municipal corporate image policy and/or guidelines.
- 6.1.3. Municipal officials must wear printed badges/nametags that specify their names and designation.

6.2. Building and Signage

- 6.2.1. All buildings must be clearly branded internally and externally with Municipal logo.
- 6.2.2. Signs in our Walk-in and Contact Centres must be clear, informative and directional.
- 6.2.3. Branding must be uniform and standardized.

6.3. Information and Communication

- 6.3.1. Information notices must be precise and informative.
- 6.3.2. Information for the public must be clear and reviewed regularly.
- 6.3.3. Publicised information must be accessible to customers with specific needs and in line with the Promotion of Access to Information Act No.2 of 2000.
- 6.3.4. Information to the public and other stakeholders must be sent in accordance to approved unit standards
- 6.3.5. The Heads of Units must ensure that customers have easy access to information about:
 - 6.3.5.1 opening times;
 - 6.3.5.2 offices and addresses;
 - 6.3.5.3 names of Managers;
 - 6.3.5.4 facilities/services available;
 - 6.3.5.5 access details;
 - 6.3.5.6 means by which contact can be made; and
 - 6.3.5.7 out of hours contact details

6.4. Staff Conduct and Centre Management (Schedule 2, staff code of conduct)

- 6.4.1. Walk-in Centres must be open as per displayed operating times.
- 6.4.2. Working stations must not be left unattended, clear signage should be displayed when the work station is closed.
- 6.4.3. Contact Centre operations must be as per displayed operating times.
- 6.4.4. Back office must be open as per displayed operating times

6.5. Safety

- 6.5.1 Municipality must ensure that necessary security measures are in line with Occupational Health and Safety and Dangerous Weapons Act.

6.6. Non-compliance with the policy rules

- 6.6.1. All Municipal Heads must apply corrective measures in instances of non-compliance.
- 6.6.2. In instances where there is a breach of this policy, corrective measures must be implemented in line with the collective agreement and relevant procedures.

7. Policy Monitoring and Evaluation

7.1. Head Sizakala Customer Service Unit’s role is to oversee the monitoring and evaluation of this policy.

8. Policy Review

8.1. The policy will be reviewed each and every after 2 years

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Approval Authority	eThekweni Municipal Council or Executive Committee
Approval Date	
Date of next review	

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