



**GOVERNANCE AND INTERNATIONAL RELATIONS CLUSTER  
CUSTOMER RELATIONS MANAGEMENT POLICY**

<b>Policy Number</b>	SCSU 01-2019
<b>Policy Drafted or Reviewed by</b>	Multi-Disciplinary Policy Review Task Team <ol style="list-style-type: none"> <li>1. Aaron Mfunda</li> <li>2. Dimakatso Moloji</li> <li>3. Zinhle Gwala</li> <li>4. Nompumelelo Mbatha</li> <li>5. Musa Xaba</li> <li>6. Thabile Mbambo</li> <li>7. Ningi Noqayi</li> <li>8. Silindokuhle Chonco</li> </ol>
<b>Policy Implementing Department/Unit</b>	All Units
<b>Policy Mandated by</b>	Head: Sizakala Customer Service Unit
<b>Signature of Mandating Official</b>	
<b>Approved by</b>	
<b>Date Approved</b>	
<b>Date of next review</b>	
<b>Reviewed Yes/No</b>	

## **Table of Contents**

	<b>Page</b>
<b>1. Preamble</b>	<b>03</b>
<b>2. Purpose</b>	<b>03</b>
<b>3. Legislative Framework</b>	<b>05</b>
<b>4. Problem Statement</b>	<b>05</b>
<b>5. Policy Provisions</b>	<b>06</b>
<b>6. Policy Procedures</b>	<b>06</b>
<b>7. Policy Evaluation and Review</b>	<b>07</b>

## **1. Preamble**

Municipalities are 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. Municipalities were established among other things to provide democratic and accountable government for local communities. In line with the above legislation eThekweni Municipality must develop policies and guidelines to regulate how customers, communities and stakeholders within its jurisdiction should be engaged. The Customer Relations Management Policy therefore creates a mechanism to facilitate conducive relationships with customers as well as broader citizens.

### **1.1. Scope**

This policy is applicable to all eThekweni Municipality's employees, customers, service providers and Council representatives.

## **2. Purpose**

The eThekweni Municipality aims to regulate the provision of services and building of relationships whenever customers make contact with the Municipality by;

- 2.1. Provision of excellent, customer-focused service to all customers.
- 2.2. Upholding the Batho Pele Principles as provided in the White Paper Transformation of the Public Service and the Public Service Act.
- 2.3. Putting in place an effective and efficient complaints management systems and make provision for redress as envisaged in the Batho Pele Principles.
- 2.4. To give effect to the implementation of the Customer Relations Management Strategy.
- 2.5. Instilling a customer centric culture in all operations and interactions with customers.
- 2.6. Capacitate Municipal officials with knowledge and competencies that will sustain the service standards in accordance with the changing customer needs.

## 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 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 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	An approach that caters for customer's needs to best ensure their satisfaction and harmonious interaction 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. May refer to internal customers where services are rendered to/by other Municipal Units.
Municipal employees	Anyone who is employed by the eThekweni Municipality
Municipal Representatives	Anyone who is appointed, not limited to Municipal employees or Councillors, to act or provide a service on behalf of 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 Local Government: Municipal Demarcation Act no 25, of 1998
Service Provider/s	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.
Councillors	Elected individual for specific geographically defined ward within the municipality, to ensure that interests related to his/her ward are represented in Council.

## **Acronyms**

**CRM-** Customer Relations Management.

**IGR-** International and Governmental Relations.

**PAIA-** Promotion of Access to Information Act, No 2 of 2000.

**PAJA-** Promotion of Administrative Justice Act, No. 3 of 2000.

**POPI-** Protection of Personal Information Act, No. 4 of 2013.

## **3. Legislative Framework**

This policy complies with the undermentioned legislation and relevant Municipal Policies:

- 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
- 3.14. South Africa Local Government Services Charter, 9 June 2016

## **4. Problem Statement**

The eThekweni Municipality adopted a Customer Care Policy in 2008, the principal objective of the policy was to regulate customer relations across Municipal Units. This Customer Care Policy had gaps, duplications, fragmented indicators and thus not fully effective. The current policy review process aims to address these duplications through integrating the 2 policies namely; Batho Pele, Customer Care into a single policy.

Complying with this requirement will support eThekweni 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 Customer Relations Management Policy that will be aligned to international best practices.

## **5. Policy Provisions**

### **5.1. Institutional roles and responsibilities**

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

5.1.2. Deputy City Managers, Unit Heads, Deputy Heads, Senior Managers, Managers and Supervisors must communicate this policy with all employees under their supervision and keep records of such. They must ensure that all employees under their control comply with the policy provisions. Further to that the Executive and Senior Management must apply necessary corrective steps in cases of non-compliance.

5.1.3. All Unit Heads must take responsibility in the implementation of this policy by putting in place measures to ensure compliance.

5.1.4. The Batho Pele Office in consultation with the Batho Pele Champion's Forum shall perform an advocacy and oversight function.

5.1.5. Head of Sizakala Customer Service Unit in consultation with other customer facing Units shall facilitate the development and review of the Customer Relations Management Strategy.

### **5.2. Policy Rules**

5.2.1. All Municipal employees must ensure that all customers receive of customer services in line with Municipal service level standards.

5.2.2. The impact on customer must be considered 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.

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

5.2.5. Municipal employees must render services in a manner that is professional, transparent and dignified.

5.2.6. The Unit Heads must appoint an official from the Unit senior management team to handle all Customer Relations Management within Units. Such an official must present a customer relations management report to the Unit Management on monthly basis. Such report must include the number of customers assisted by the Unit, complaints/compliments received and resolved within the stipulated standards as well as any other customer related matters.

5.2.7. The Unit Heads must ensure that employees are capacitated through the workplace skills plan informed by a skills audit to be in a position to implement this policy. This should be implemented in consultation with eThekweni Municipal Academy.

5.2.8. Deputy City Managers and Unit Heads must ensure that the requirements of this policy are incorporated into the individual performance plans of all employees. A reasonable percentage weighting should be allocated to each individual.

## **6. Policy Procedures**

### **6.1. Municipal Employee Dress Code**

6.1.1. Municipal employees must always be presentable in line with the Municipal Employee Corporate Image Policy.

6.1.2. Municipal employees must always wear printed badges/nametags that specify their names, surnames 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. All the Walk-in and Contact Centers must have informative and directional signage.

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 Unit Heads must ensure that customers have easy access to information about:

6.3.5.1. Opening times;

6.3.5.2. Offices location 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. After hour contact details.

### **6.4. Staff Conduct and Centre Management**

6.4.1. Walk-in centers 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 workstation 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 Act 58 of 1993.

#### **6.6. Non-compliance with the policy rules and procedures**

6.6.1. Head of Sizakala Customer Service Unit is responsible for non-compliance reporting.

6.6.2. All Unit Heads must apply corrective measures in instances of non-compliance.

6.6.3. In instances where there is a breach of this policy, corrective measures must be implemented in line with relevant disciplinary collective agreement.

#### **7. Policy Monitoring and Evaluation**

7.1. Head of 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 every 05 years or sooner from the date of adoption.

8.2. This policy will be reviewed by Head of Sizakala Customer Service Unit and a report will be submitted to the Council.

Contact Person	Mavuso Tshabalala
Approval Authority	eThekweni Municipal Council
Approval Date	
Date of next review	