



Kaipara te Oranganui

**KAIPARA  
DISTRICT**

Two Oceans Two Harbours

# The KDC Experience

*The experience we want our customers to receive*



# Our Story



- Challenging times
- Customer dissatisfaction
- New staff
- New energy
- New CE
- Platform for change





# Reputation



# Our Journey



## What have we done?

We defined the Kaipara District Council or KDC experience.

- Research
- Customer Personas
- Customer Journey Mapping

## What have we learned?

We need to think differently about how we interact with our customers

- Consistent
- Educate
- Continuous improvement
- Clear communications
- Diversity of thought



# Time to REFLECT

- Customers want to be served and not policed
- Think about the human
- Joined up
- *"People are already on board, they just don't realise they are, all we've done is give it a name" - Jenny King*



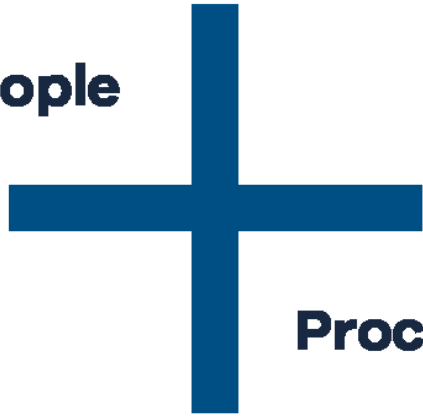


# The KDC Experience (+CORE)

Key elements that underpin the KDC experience

Core experience  
**Connected. Open. Reliable. Easy.**

**People**



**Process**

*Process is important, but the most important thing is people.*

**Connected**

- Joined up
- Part of the community
- Sharing our expertise

**Open**

- Open and honest r/ship
- Keep it real
- Inform and educate

**Reliable**

- Dependable
- Accurate
- Follow through

**Easy**

- Clear
- Simple
- Strive for the outcome

# KDC service guiderails

Pull together to deliver the KDC experience

- Warm welcome
- Ask good questions
- Listen carefully



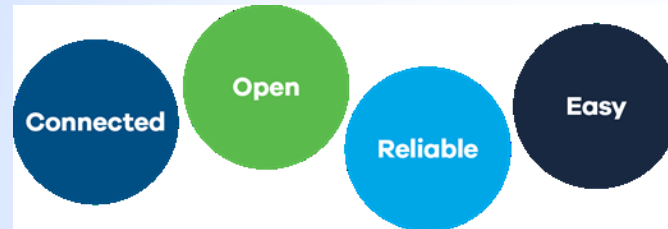
- Instil confidence
- Share knowledge
- Agree way forward

## + CORE

People plus process  
**C**onnected  
**O**pen  
**R**eliable  
**E**asy

# Bringing it all together

## What we are aiming for



## How we do it



## What we believe in





- Be different – think outside the square
- Valued customers equal happy customers
- Empowered to make decisions
- Customer centric organisation





# Where to from here?

Next steps ....

- Define our success measures
- Develop the implementation and engagement plan
- Support with embedding the KDC experience when discussing process improvements and/or initiatives
- Staff support



# Thank you

The KDC Experience

