

# Establishment of a Customer Focus Committee

## Recommendation(s)

That the board:

- i. Receive this report and approve, with any amendments, the draft Terms of Reference (attached).
- ii. Appoints a Chair for the Customer Focus Committee (CFC).
- iii. Notes that the Chief Operating Officer will be the responsible Executive Member.

## Executive summary

This report recommends the establishment of a Customer Focus Committee of the Board. The Committee will have a focus on continuous customer service and customer experience improvement throughout the business.

A draft Terms of Reference is attached.

The CFC will be a “committee of the whole”, comprising all members of the Board. The Board is asked to appoint a Chair.

## Strategic context

AT has a focus on continuous customer service improvement.

This requirement is included in the Statement of Intent and is measured against customer satisfaction and other quantitative analysis.

The organisation’s Customer Charter has as its vision: *“Putting an excellent customer experience at the heart of everything we do.”*




## Background

An increasing number of customer interface initiatives are being developed and implemented. Following the model of the Capital Review Committee, the establishment of the CFC will give the opportunity for Board members to have greater visibility, input and governance oversight of these initiatives.

## Attachments

Number	Description
1	Draft Terms of Reference

## Document ownership

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Approved for submission	David Warburton <b>Chief Executive</b>	



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## TERMS OF REFERENCE

### 1. Purpose

The Customer Focus Committee (CFC) provides Governance oversight and supports the strategic direction of Auckland Transport customer experience through project planning, market research, innovative and evidence based products and services that deliver future proof customer delight across all areas of the AT business – including public transport, walking, cycling, car parking, road development etc.

A major priority and target is delivery of patronage targets in the public transport area.

AT's vision in this area is *"Putting an excellent customer experience at the heart of everything we do"*.

To achieve this vision AT aims to:

- provide outstanding customer service, every-time;
- be a trusted and valuable contributor to the lives of Aucklanders;
- effectively manage internal and external customer relationships.

### 2. Responsibilities

The Committee will provide direction and advice to senior management in relation to customer interface initiatives and programmes including, but not necessarily restricted to, the areas of public transport, customer experience initiatives, segmentation, insight and analysis, satisfaction levels, customer service metrics and channel development.

The Group has no general delegated powers, but specific decisions may be delegated (by the Board) on a project by project basis.

The Committee will focus on:

- Development and implementation of an aspirational AT customer experience plan
- AT management engagement to ensure the above plan is distilled accepted and understood throughout the organisation.
- Consult with stakeholders and special interest groups to ensure rigor around decision making and future proofing of customer experience concepts and initiatives.
- Review of business cases, monitor the application of identified customer budgets from all areas of the business and where appropriate, make recommendations to the Board.
- Post project reviews of significant customer experience improvements and initiatives
- Implement monitoring and reporting structures, ensuring accurate metrics/targets (including Net Promoter System metrics) are built into the customer experience programme and these are provided to the Board.
- Input into development of relevant strategies, policies and procedures (e.g. parking strategy).
- Review, input and evaluate significant marketing communications and promotions activities, and/or consultation plans linked to strategic goals.

# CUSTOMER FOCUS COMMITTEE



- Adequate documentation is maintained and reported to both management and the Board.
- Project and programme risks are identified and effective mitigation plans are implemented.
- AT probity provisions are followed for procurement of contracts and services.

### 3. Membership and Meetings

The CFC is a full committee of the Board. Accordingly all AT Directors are invited to attend.

Meetings will be held in parallel with the Capital Review Committee (not at the same time, but similar week) and convened as early in the calendar month as possible to allow any recommendations to be forwarded to the AT Board for formal resolution.

### 4. Management Attendance

The following members of management will typically attend the meetings of the CFC:

- The Chief Executive (or delegate)
- The General Manager Communications
- The Chief Operations Officer
- The General Manager People and Services
- Other staff, identified as having relevant responsibilities, will be invited to attend as required
- Other sector or interest groups (third parties) will be invited to participate and/or present, as required

### 5. Administrative Support

The Chief Executive will ensure appropriate administrative support to the CFC, and ensure that a complete record of the proceedings of Committee meetings, including Agendas, Minutes, Disclosures and papers provided to the Committee is maintained.

### 6. Authority

The CFC has no delegated powers. It will make recommendations to both Management and the Board, on matters considered at meetings. From time to time specific decisions may be delegated to the CFC, on a project by project basis.

### 7. Reporting

Minutes of each CFC meeting recording proposals approved, and/or recommendations shall be provided to the following Board meeting, and/or will be articulated at the Board meeting by the CFC Chair.

Where the CFC approves a matter under delegated authority, a copy of all papers considered by the CFC shall be kept.