



**NSW Police Force**

# NSW Police Force Customer Service Strategy

2024 – 2026



Title	NSW Police Force Customer Service Strategy
Subject	Strategic plan outlining the NSW Police Force approach to Customer Service
Command responsible	Crime Prevention Command, Capability, Performance and Youth Command
Protective Markings	Official
Available to	Suitable for public disclosure
Authorisation	Commissioner of Police
Publication date	2024
Current version number	1
Review date	2026
RMS Number	D/2024/629912 linked to F/2023/54392



The NSW Police Force acknowledges the traditional owners and custodians of all lands throughout NSW and the continuing connection to Country, land, sea, sky. We pay our respects to Elders past, present and emerging.

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# Executive Foreword

Delivery quality customer service is focus of the NSW Police Force.

The Customer Service Strategy details the intended methods and procedures to ensure consistent and high-quality service delivery.

The strategy acknowledges the goal is to assist NSW Police Force employees to deliver excellent quality customer service.

The implementation of the strategy and associated programs will help the NSW Police Force achieve the desired outcomes. These are:

- Quality service
- Community Engagement
- Training and Development
- Policy Evaluation

The Customer Service Strategy will operate in conjunction with organisational initiatives aimed at providing quality customer service to our customers.

# Context

The NSW Police Force's 'Our Focus, Our Future' identifies the delivery of professional policing services as a key organisational objective. This aims to maintain community confidence, deliver respectful and consistent customer service, protect, support, and refer victims to appropriate services; and respond swiftly and professionally to all calls for assistance.

Our culture is to place People First. We aim to serve our people and the community through developing trust and pride in our work, modelling professionalism, respect, empathy, and humility.

Our Statement of Values are the guiding principles that underpin the conduct of all members.

The NSW Police Force is focussed on ensuring a customer-centric approach is adopted by our members, to demonstrate to our customers and NSW communities that we are committed to making lives better and the state safer.

Being customer-centric means that the NSW Police Force is there when consumers need support, is easy to deal with and works to help keep communities safe.

The NSW Police Force will strive to deliver the NSW Government's customer strategy and show our commitment to delivering quality service that is trustworthy, effective, and easy.

**NSW POLICE FORCE**  
**OUR FOCUS OUR FUTURE**  
 CONNECTED WORKFORCE CONNECTED COMMUNITY

**Our Vision:**  
A safer NSW

**Our Purpose:**  
Working with the community to reduce violence, crime and fear

**Commissioner's Message:**

Our Focus, Our Future forms part of my vision for our organisation moving forward. As the world and communities across NSW evolve, we also need a plan for the future that enables us to adapt to a complex and changing operating environment.

The communities and people we serve face a wide range of social problems, community safety issues, and new and emerging forms of crime. We live in a globally connected society, where cyber-enabled crimes make geographic boundaries irrelevant. In this operating environment, we need to continually enhance our policing responses to traditional, and emerging crime types and demands for service.

Our culture in the NSWPF is to place People First. We will serve our people and the community through developing trust and pride in our work, where we model professionalism, respect, empathy and humility.

Together, we will shape a connected workforce and connected community, inspiring our people while remaining authentic to our rich history.

How the community perceives their police force is critical to safeguarding the community. How we engage the community, respond to and support victims, and progress investigations will build community confidence in policing and victim outcomes.

Underpinning this is our Statement of Values which are the guiding principles of the NSW Police Force and underpin the conduct of all NSW Police Force employees and I expect the behaviour and actions of all staff to align with these values.

The NSW Police Force is a world-class police service and I am confident that it will continue to serve the people of NSW well into the future. Success involves all of us working together.

As your Commissioner, I look forward to working with you over the next five years.

*Karen Webb APM*

**Our Statement of Values:**

**NSW Police Force Key Priorities**  
 Modernising the Future of Policing:

1. Connected Workforce (Organisational Capability)
2. Connected Community
3. Victim Focus (Silent Crimes)
4. Organised Crime
5. Next Generation – Youth and First Nations Peoples

- a) Places integrity above all
- b) Upholds the rule of law
- c) Preserves the rights and freedoms of individuals
- d) Seeks to improve the quality of life by community involvement in policing
- e) Strives for citizen and police personal satisfaction
- f) Capitalises on the wealth of human resources
- g) Makes efficient and economical use of public resources, and
- h) Ensures that authority is exercised responsibly

\* Obtained from NSW Police's website [Our Focus, Our Future](#).

# NSWPF Customer Service Policy Statement

The policy statement summarises the NSWPF's position on customer service.

## Vision

To provide professional, responsive, and meaningful customer service across all areas of the NSW Police Force.

The NSW Police Force is committed to delivering customer service excellence to the community. It is a priority of the NSW Government, and it is what the community expects.

## Definition

### NSW Police Customers

The NSW Police Force has a diverse range of customers that engage the police for many different reasons. The following groups are considered customers of the NSW Police Force: victims, witnesses, the community, internal and external colleagues, other NSW Government agencies, non-government organisations, suppliers, and vendors.

Arrested persons and suspects for crime are exempt and will be dealt with in accordance with the Law Enforcement (Powers and Responsibilities) Act 2002 (LEPRA) policies and procedures.

## Our commitment is to ensure that the NSW Police Force:

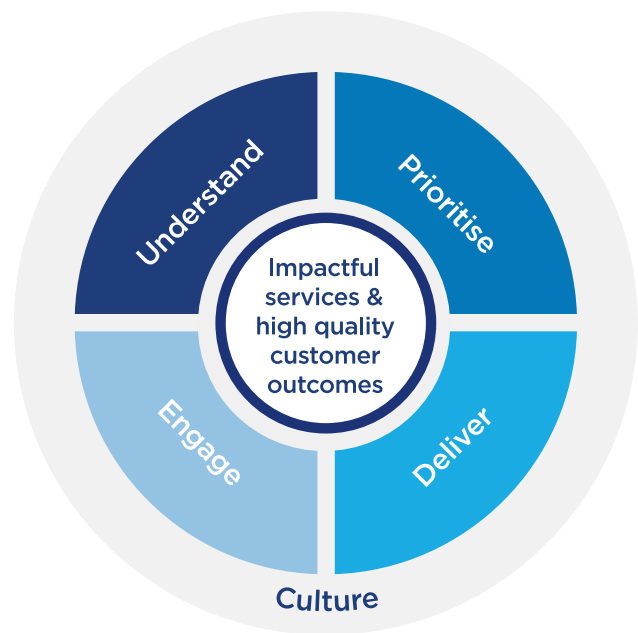
- Provides its customers quality service on each interaction.
- Provides service delivery that is aligned to the six core NSW Government Customer Commitments.
- Continually assesses service delivery and levels of customer satisfaction.
- Acts with empathy and compassion, treating our vulnerable customers with respect and fairness.
- Establishes clear communication channels that provide information and instruction during a customer's engagement with the NSW Police Force.
- Aims to increase public confidence through effective and efficient service delivery to all people and communities.

# NSW Government Customer Framework

The NSW Government will put the customer at the centre of everything that it does to achieve high quality customer outcomes and world-leading customer experiences

Research into leading global organisations shows that improved customer experiences can be achieved by focusing on five key areas:

1. **Understand** customer needs based on data and insights
2. **Prioritise** based on what creates the most impact for customers
3. **Deliver** a seamless and high quality experience to customers
4. **Engage** with customers meaningfully on priorities for the future
5. Embed a customer service **culture** across the public service



Obtained from NSW Government's *Towards a customer-centric government* (2021), pg.9

The NSW Police Force Customer Service Strategy is underpinned by the NSW Government Customer Framework and Customer Commitments.

The principles of good customer experience (Customer Commitments) apply to the interactions between regulators and regulated entities; with the community being the primary customer.

Customer experiences directly impact the delivery of outcomes that the NSW Government has committed to the people of NSW.

Customers may not directly interact with NSW Police Force but instead receive the benefits of policy and regulation such as safe neighbourhoods.

Customer service effectiveness continuously improves when services are designed and refined using data, customer and behavioural insights.

The NSW Police Force will use assessment tools including the results of the National Survey of Community Satisfaction with Policing (NSCSP), People Matter Employee Survey, Adult Sexual Assault survey, the Fifth Quadrant survey measuring interaction via the Police Assistance Line and Community Portal, customer service related complaint data and the reinvigorated mystery shopper program to achieve this.

The focus is to deliver a service to our community including victims of serious crime, persons at risk or in need of further support and care and reluctant complainants not limited to sexual violence and domestic and family violence (including coercive control).

# NSW Government Customer Commitments

The NSW Customer Commitments are our promise to customers on what to expect when interacting with NSW public services. They are a whole of government guarantee that ensures customers are at the heart of our services.



## Easy to access

- Make it easy to access what I need
- Make it simple for me to understand



## Act with empathy

- Show you understand my situation
- Treat me fairly and with respect
- Provide service in my time of need



## Respect my time

- Tell me what I need to know beforehand
- Minimise the need for me to repeat myself
- Make what I need to do straightforward



## Explain what to expect

- Be clear about what steps are involved
- Contact me when I need to know something
- Let me know what the outcomes could be



## Resolve the situation

- Be accountable for your actions
- Be clear in decision-making
- Reach an outcome



## Engage the community

- Listen to the community to understand our needs
- Ask us how we want services delivered

Based on image from NSW Government's *Towards a customer-centric government* (2021), pg.25

## Linkage to other NSWPF strategies:

- Culture Strategy
- Inclusion & Diversity Strategy
- People Strategy
- Principles of Inclusive Language



# Measuring progress towards the vision

<b>TRUSTED</b>	<b>CUSTOMERS:</b>
<b>Customers are confident the NSW Government is working in their best interests</b>	<ul style="list-style-type: none"> <li>✓ have a say in what matters to them and see outcomes that reflect community involvement</li> <li>✓ trust government is working in customers' best interests, with evidence showing benefits to customers</li> <li>✓ experience a transparent and open government that protects customers' privacy and data</li> </ul>
<b>EFFECTIVE</b>	<b>CUSTOMERS:</b>
<b>Results for customers are being delivered</b>	<ul style="list-style-type: none"> <li>✓ receive responsive and safe services that anticipate needs</li> <li>✓ are confident services cater for diverse NSW customers, delivered by a public service that mirrors this diversity</li> <li>✓ know government is accountable to customers for the outcomes it delivers</li> </ul>
<b>EASY</b>	<b>CUSTOMERS:</b>
<b>The NSW Government is easy to deal with</b>	<ul style="list-style-type: none"> <li>✓ receive high quality experiences, regardless of the interaction or agency</li> <li>✓ clearly understand their obligations, options and entitlements</li> <li>✓ experience the simplest path to get something done</li> </ul>

Obtained from NSW Government's *Towards a customer-centric government* (2021), pg.8

# How indicators will be measured

## What we will do

Embed a customer-centric approach to policing and deliver the Commissioner's priority to place people first.

The Customer Service Action Plan defines the future implementation of actions from 2024 – 2026.

## How we will do this

Use data from assessment tools to identify trends and inform preventative initiatives.

## How we will measure success

### Key activities:

1. Remain committed to the National Survey of Community Satisfaction with Policing (NSCSP) to monitor levels of satisfaction with policing services and feelings of public safety.
2. Implement an enhanced mystery shopper style program.
3. Collate and assess data and maintain accurate, accessible statistics and reports.
4. Report on community engagement through corporate systems (Engage).
5. Deliver training and educate and enhance the skills of employees to meet responsibilities under the Charter of Victims Rights (7-day victim follow ups).
6. Recognise outstanding achievements (i.e. Police Officer of the Year Awards) and acknowledge the importance of implementing accountability measures for leaders and senior NSWPF employees to demonstrate our commitment to excellent customer service (such as reporting performance on proposed performance templates).
7. Introduce quarterly Customer Service portfolio holder forums.
8. Demonstrate a customer focussed culture at all levels of leadership.



# How we will get there

The strategy includes the initiatives that aim to bring about positive change.

The roadmap lists the three phases: reinvigorate, stabilise – integrate and refine – grow.

The focus will be on establishing and enlivening our approach to customer service delivery, focussing on conduct, behaviour, and actions.

We will embed principles and use the assessment tools to ensure our commitment to customer service is measured and performance is recognised.

We will explore new opportunities to support continual growth and assessment.

By doing so, we will continue to meet the evolving needs of communities and the people we serve.

## NSWPF Customer Service Roadmap 2024-2027



# Closing remarks



## Message from the Corporate Sponsor for Communities – Customer Service

The NSW Police Force (NSWPF) is committed to providing quality customer service delivery to our community.

The strategy and associated documents detail how the NSWPF will meaningfully engage with our customers to provide a positive customer experience.

Over the coming years, we will focus on reinvigorating customer service within the NSWPF, embed the principles of customer service and build upon the foundations to ensure the NSWPF's response meets the evolving needs of the communities and the people we serve.

I encourage all employees, police and administrative, to purposefully adopt a customer-centric approach to your duties.

**Assistant Commissioner Tony Cooke**

Corporate Sponsor for Communities – Customer Service





**NSW Police Force**



**NSW**  
GOVERNMENT