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**ELIAS MOTSOLEDI LOCAL  
MUNICIPALITY-MASEPALA WA SELEGAE**



**APPROVED CUSTOMER CARE POLICY**

MUNICIPAL COUNCIL RESOLUTION NUMBER

ES 24/25-44

APPROVED AT THE COUNCIL MEETING OF 26 JUNE 2025

Batho Pele Principles call for the setting up of Service Standards, defining outputs and targets and benchmarking performance indicators against national standards. Similarly, it also calls for the introduction of monitoring and evaluation mechanisms and structures to measure progress on a continuous basis.

## **2. PURPOSE**

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

The purpose of this Policy therefore is:

- To ensure that all staff members uphold the Principles of Batho Pele as provided in the White Paper for the Transformation of the Public Service;
- To provide quality service to all stakeholders interacting with the Municipality;
- To ensure that customers are provided with the relevant information as and when is needed in the appropriate format;
- To ensure customer complaints are addressed promptly, timeously and to the full satisfaction of the customer;
- To ensure that customers, whether internal and external receive consistent and fair treatment at all times;
- To equip staff with knowledge and competencies that would continuously enhance the service standards according to changing customer needs.

## **3. Legislative Framework**

- The Constitution of the Republic of South Africa 1996
- White Paper on Local Government of 1995, White Paper on the transformation of 1997, (Batho Pele Principles)
- Public Service Act, No. 103 of 1994
- Public Administration Management Act, No. 11 of 2014
- Municipal Systems Act, No. 32 of 2000
- Municipal Finance Management Act, No. 56 of 2003
- Protection of Private Public Information Act, No. 4 of 2013
- Promotion of Administrative Justice Act, No. 3 of 2000
- Promotion of Access to Information Act, No 2 of 2000
- Municipal Structures Act, No.117 of 1998
- Intergovernmental Relations Framework Act, No.13 of 1995
- Occupational Health and Safety Act, No.181 of 1993

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This involves the continuous collecting, analysing, and reporting data on inputs, activities, outputs, outcomes and impacts as well as external factors, in a way that supports effective management and continuous improvement in performance.

**4.8 Performance monitoring** is a formalised system for measuring the performance of an organisation or service

#### **4.9 Evaluation**

This is the periodic and systematic collection and objective analysis of evidence on public policies, programmes, projects, functions and organizations to assess issues such as relevance, performance (effectiveness and efficiency) and value for money, and recommend ways forward. Evaluation is critical for generating in-depth evidence for improving performance and decision-making.

#### **4.10 Promotion of Access to Information Act 3 of 2000**

To give effect to the constitutional right of access to any information held by the State and any information that is held by another person and that is required for the exercise or protection of any rights; and to provide for matters connected therewith

#### **3.11 Occupational Health and Safety Act 85 of 1993**

To provide for the health and safety of persons at work and for the health and safety of persons in connection with the use of plant and machinery; the protection of persons other than persons at work against hazards to health and safety arising out of or in connection with the activities of persons at work; to establish an advisory council for occupational health and safety; and to provide for matters connected therewith.

### **4. SCOPE**

This Policy applies to all Staff members and Management at all levels, Councillors as well as Ward Committee Members of Elias Motsoaledi Local Municipality.

### **5. VALUES**

In order to achieve Customer Service Excellence, Elias Motsoaledi Local Municipality will continually remind its staff of the core values that should guide all interaction with customers, with special emphasis on Front Line Staff to have a common set of values which inter alia includes:

- Professionalism
- Commitment
- Respect
- Integrity and transparency
- Innovation
- Equity and fairness

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#### **7.6 Openness and transparency**

Customers shall be told how municipality is run, how much it costs, and who is in charge.

#### **7.7 Redress**

If the promised standard of service is not delivered, customers shall be offered an apology, a full explanation and a speedy and effective remedy; and when the complaints are made, customers shall receive a sympathetic, positive response.

#### **7.8 Value for money**

We shall consistently strive to embrace principles of good governance and provide services economically and efficiently in order to give citizens the best possible value for money.

#### **7.9 Encouraging Innovation and Rewarding Excellence**

We shall encourage innovation as it can be new ways of providing better service, cutting costs, improving conditions, streamlining and generally making changes which tie in with the spirit of Batho Pele. It is also about rewarding the staff who “go the extra mile” in making it all happen.

#### **7.10 Customer Impact**

We shall look at the benefits we have provided for our customers both internal and external and ensure that all our customers are aware of and are exercising their rights in terms of the Batho Pele principles

#### **7.11 Leadership and Strategic Direction**

We shall provide good leadership since its one of the critical ingredients for successful organisations. Organisations that do well in serving their customers can demonstrate that they have leaders who lead by example.

### **8. CUSTOMER CARE AND ITS IMPORTANCE**

This Municipality aims to please its customers by ensuring that each time they interact with it, they would be able to do so conveniently and that they would be treated courteously, promptly and fairly. It is committed to ensuring customers that they would receive clear responses to their service requests or enquiries within a stated period of time as would be stipulated in the Customer Service Standards as well as Customer Services Charter.

Customer Care is therefore regarded as:

- Treating customers with courtesy, dignity and respect.

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not operating the switchboard at a particular time, as that has a potential to disturb incoming calls. If a call is put on 'hold' the customer must be told why this is happening and kept updated if the waiting time is longer than expected.

#### **9.7 Written correspondence:**

- (a) Incoming written correspondence fax and mail shall be acknowledged within three days and responded to in 10 working days.
- (b) Receipt of an email shall be acknowledged in two (02) working days.
- (C) Staff will answer telephone calls within five (5) rings;
- (D) Staff should, wherever possible, resolve the customer's enquiry at first contact; All Voicemail messages must be responded to as soon as it practically possible, preferably within 24 hours or the next working day if the message was left after hours, over a weekend, or a public holiday;

#### **9.3 Written Correspondence**

- Incoming written correspondence, e-mail, letter, WhatsApp and Facebook and TikTok will be acknowledged within a maximum of three (3) days and responded to at the maximum of ten (10) working days depending on information sought.

#### **9.4 Customer Complaints**

- Verbal customer complaints shall be responded to within two (2) working days.
- Written customer complaints shall be acknowledged within three (3) days and a detailed written response within ten (10) working days; and
- Service delivery complaints needing immediate attention such as a burst pipe etc. to be channelled through the Call Centre.

#### **9.5 Communication**

- Communication with the community will be in the languages they understand.
- Communication shall be on planned community meetings or municipal events or awareness campaign purposes;
- All communication shall clearly state that it is from Elias Motsoaledi Local Municipality, dated with reference numbers; and
- Social Media Platforms shall be used responsibly and professionally.

#### **9.6 Customer Safety and Health**

Municipality shall ensure safe and healthy environment to all customers visiting Municipal buildings;

#### **9.7 Staff training and development**

- Create mystery shopper programmes in which members of the public do business in different Municipal Departments to evaluate and score services objectively;
- Organise annual focus group sessions to determine possible gaps that may exist between customer perceptions of municipal service delivery and what the municipality thinks it is achieving;
- Actively publicise and advertise a Customer Care number in municipal buildings, Help Line and email address where customers can report good or poor service, or provide feedback and suggestions;
- Place feedback or suggestion boxes in strategic places to encourage Customer Care related feedback that will assist in addressing any shortcomings in the standard of service;
- Collect information from internal staff, service providers and the community to obtain inputs for improving services;
- Sign the Pledge by the Customer Care Staff in which they commit themselves to upholding Customer Service Standards;
- Request customers to complete a Customer Satisfaction Questionnaire and post transaction telephone follow-up of a sample of returns to continuously evaluate customer perceptions of our service;
- Give feed-back to citizens and other clients regarding the actions which have been taken to address the issues which have been raised;
- Reflect Compliance with or Adherence to the Customer Care Service Standards as a Key Performance Indicator on all Performance Plan;
- Recognise Service Excellence in customer care through recognising high performing staff members; and
- Be sensitive to the feedback received from customers and use this to improve the levels of service rendered.

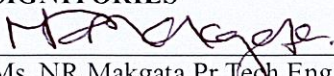
These monitoring methods will assist the municipality to develop programmes to address any shortcomings in the standard of our service.

## 11 CUSTOMER CARE COMMITMENT

The Municipality is committed to delivering quality services to its customers. Customers are encouraged to:

- Submit their suggestions on what needs to be done to improve its services;
- Bring to the attention of the Customer Service Desk personnel should a customer for any reason feel that a promise has not been kept.
- Report any instance of poor customer service experienced at any Customer Service Desk or in any interaction with a Municipal official.

### SIGNATORIES

  
 Ms. NR Makgata Pr Tech Eng.  
 Municipal Manager

30/06/2025  
 Date