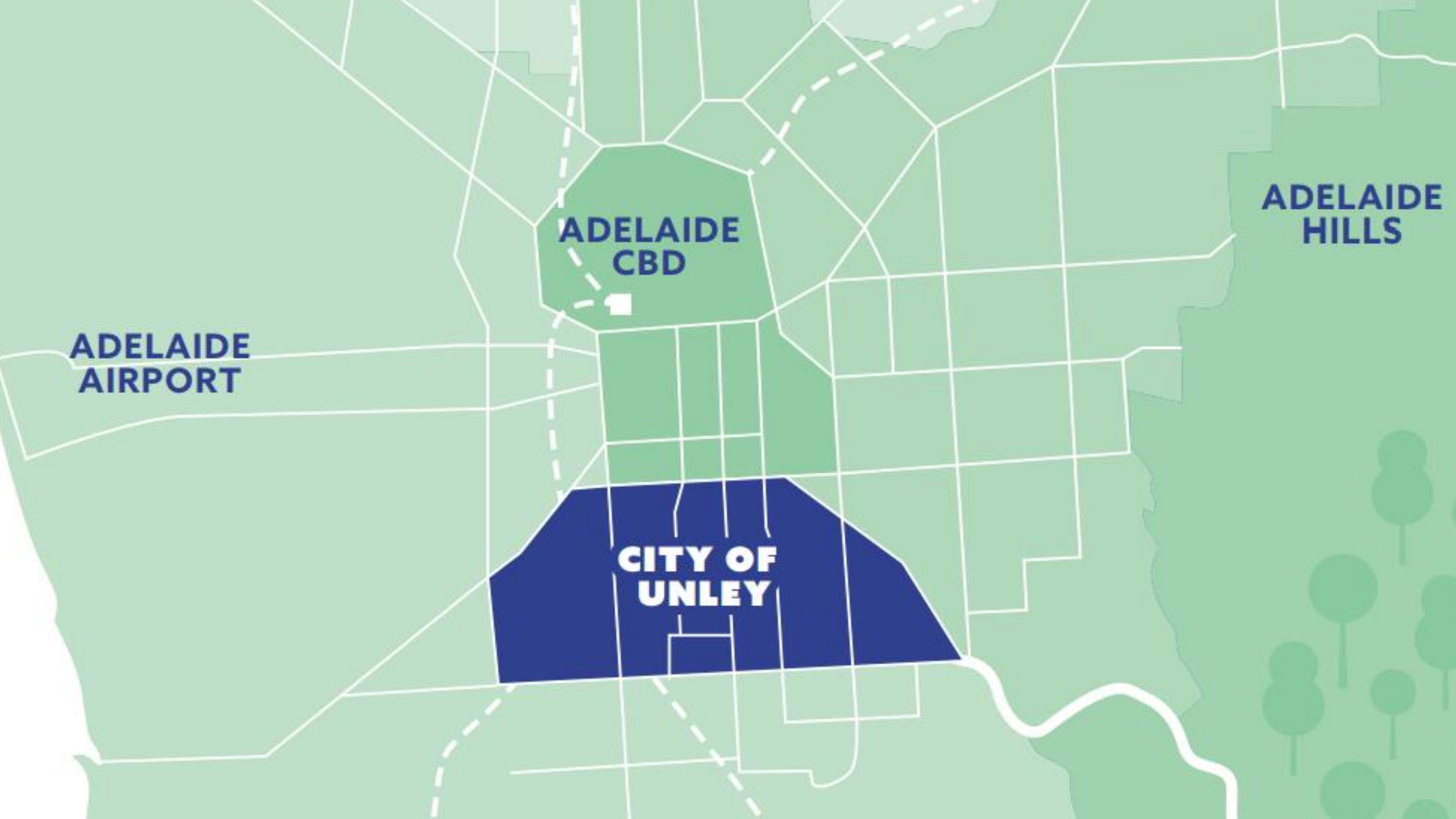


How to Reach a Customer Satisfaction Rate of 90+%

James Roberts & Karen Cini
City of Unley





**ADELAIDE
AIRPORT**

**ADELAIDE
CBD**

**ADELAIDE
HILLS**

**CITY OF
UNLEY**



UTILISING
SMART TECH



DIGITAL UNLEY

SIMPLIFIED
SERVICES

Meeting the needs of our
residents and businesses
in the digital age.



OUR PRINCIPLES



1

SIMPLIFIED
SERVICES



2

SMART
TECHNOLOGY



3

EMPOWERED
WORKFORCE

Teams



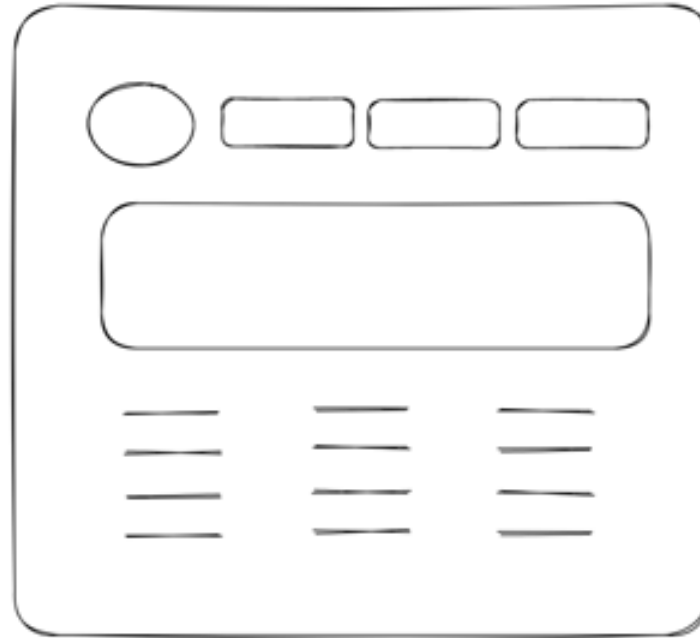
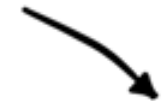
- "Centres programs"
- "Services"
- "Facilities"
- "About us"



- "Our DPA"
- "Acts and Regs"
- "Forms"
- "Section 150s"



- "Our History"
- "Meeting times"
- "Policies"



"I need somewhere to host a wedding reception"

"I want to pay my rates"

"Can I build a shed?"

"When is the street sweeper coming past my house?"



[Council & Administration](#)[Waste & Recycling](#)[Local Business](#)[Pets & Environment](#)[Services & Programs](#)[Building & Development](#)[Projects & Initiatives](#)[Facilities & Events](#)[Close](#)

Careers

[Work With Us](#) [Careers](#) [Volunteering](#)

Council & Committees

[Full Council](#)[Committees](#)[Informal Gatherings](#)[Confidentiality Orders Removed](#)[Minutes & Agenda Archive](#)

Policies & Papers

[By-Laws](#)[Policies](#)[Delegations](#)[Public Registers](#)[Petitions](#)[Deputations](#)[Internal Review of a Council Decision](#)[Freedom of Information](#)[Reconciliation Statement](#)

Rates Information

[Adoption of Rates](#)[Payment Options & Defaults](#)[Change of Name or Address](#)[Concessions & Postponement](#)[Property Valuations](#)[Natural Resource Management Levy](#)[Property Owner Information](#)[Section 7 Searches](#)

Strategic Planning

[Executive Management Team](#)[Community & Strategic 4 Year Plans](#)[Long Term Financial Plan](#)[Annual Business Plan & Budget](#)[Annual Report & Financials](#)[Fees & Charges](#)[Corporate Strategies](#)[Procurement & Contracts](#)

Wards & Councillors

[Ward Map](#)[Elected Members](#)[Gifts & Benefits Register](#)[Excerpts from Council Members' Register of Interests](#)

Council Elections

[2018 Elections](#)[How the Elections Work](#)

Our City

[Our City](#)[Community Profile](#)[Citizenship](#)[Australia Day Awards](#)[From Bush to Bitumen](#)[Unley's History](#)

Were you able to find the information you were looking for?

 Yes No (please tell us what's missing)

Not using [Hotjar](#) yet?

[Send](#)

Out of 600 people surveyed, **60%** said they didn't find what they were looking for.

SHOW RESULTS FOR:

Have you found what you are looking for? ▾

#	ANSWER	COUNT	%
A	Yes	96	19.4%
B	No	295	59.7%
C	Partially / not quite	96	19.4%
D	Other	7	1.4%



The **People Centred Design** approach

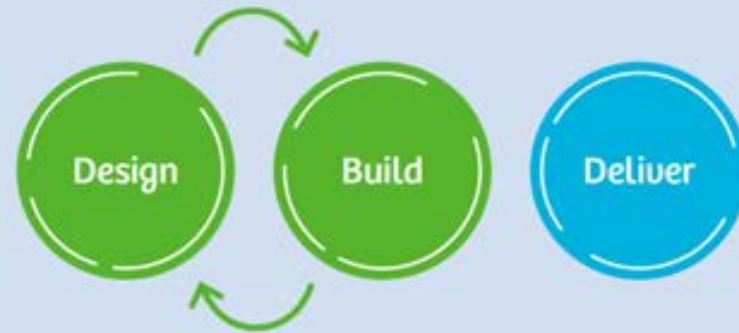
Paint the picture

We plan and research with people to improve our understanding.



Transform the process

With empathy, we will design, build and test to deliver the best outcome.



What opportunities are we missing out on if we decide the solution first?

Data, data,
data...









100	Needle craft																																														
100	Art classes																																														
90	90	Babytime																																													
90	90	81	English language classes																																												
90	90	81	81	Unley explorers walking group																																											
81	81	81	72	72	Events, arts & culture																																										
36	36	36	27	45	54	Unley swimming centre																																									
36	36	36	27	45	54	100	Community centres																																								
36	36	36	27	45	54	100	100	Parks & playgrounds																																							
36	36	36	27	45	45	90	90	90	Unley library																																						
36	36	36	27	45	45	90	90	90	100	Unley museum																																					
36	36	36	27	45	54	90	90	90	81	81	Community gardens																																				
27	27	27	18	27	45	72	72	72	63	63	81	Venues for hire																																			
36	36	36	27	45	36	45	45	45	45	54	36	Community news																																			
18	18	18	27	27	18	36	36	36	36	36	36	18	45	Community bus & transport																																	
18	18	18	27	27	18	27	27	27	27	27	27	9	27	72	Commonwealth Home Support & My Aged Care																																
9	9	9	18	18	9	18	18	18	18	18	18	9	18	63	90	Seniors requiring assistance																															
63	63	54	54	54	54	36	36	36	36	36	36	27	27	45	45	36	Contemporary dance for seniors																														
54	54	45	54	45	45	27	27	27	27	27	27	18	27	45	45	36	63	Garden refresh program																													
40	40	50	50	50	40	30	30	30	30	30	30	10	40	40	40	30	20	40	Immunisations																												
0	0	0	9	0	0	0	0	0	0	9	9	9	9	9	9	9	9	0	9	40	Justice of the peace (JP)																										
0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	9	18	9	0	0	0	0	10	63	Wards & councillors																							
0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	9	27	9	0	0	0	0	0	45	81	Council meetings																						
0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	9	27	9	0	0	0	0	0	36	72	90	Council assessment panel																					
0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	9	27	0	0	0	0	0	0	36	63	81	72	Annual plan, budgets, reports																				
0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	9	9	0	0	0	0	0	0	10	54	72	63	54	54	Work with the council																		
9	9	9	9	9	9	9	9	9	9	9	9	9	18	18	36	18	9	9	9	9	9	20	36	54	45	36	45	45	Grants & sponsorships																		
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	27	Business permits																	
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	27	90	Information for business																
0	0	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	9	9	0	0	10	9	0	0	0	0	18	90	81	Business training & development															
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0	0	0	18	9	18	100	Develop													
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0	0	0	18	9	18	100	100	Pro												
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	9	18	9	9	0	18	9	18	90	90	90										
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0	0	0	18	9	18	90	90	90												
9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	18	10	0	0	0	9	0	0	9	9	9	9	81	81	81							
9	9	9	9	9	9	9	9	9	9	9	9	9	18	18	18	9	18	9	18	20	9	18	9	9	0	9	27	0	0	0	9	9	9														
9	9	9	9	9	9	9	9	9	9	9	9	9	27	9	9	9	9	18	10	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0	0	0											
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0	9	0	0	9	9	9	9	0	0	0	0	9	9	9							
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0	0	0	0	0	18	9	9	0	0	0	0			
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0	9	0	0	0	0	0	0	0	0	0	0	9	9	9	0	0	0	0			
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0	9	0	0	0	0	0	0	0	0	0	0	0	9	9	9	0	0	0	0		
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	

Card	Sorted into	Categories Show all
Annual plan, budgets, reports	5 different categories	<ul style="list-style-type: none"> Council Council, news and administration Council and information Show 2 more categories
Apply for a parking permit	3 different categories	<ul style="list-style-type: none"> Parking, roads and transport Common links and actions Resident Q&A / Resident needs
Art classes	4 different categories	<ul style="list-style-type: none"> Community leisure, programs, events Recreation and social activities Local community Show 1 more category
Babytime	5 different categories	<ul style="list-style-type: none"> Recreation and social activities Community leisure, programs, events Local community Show 2 more categories
Book a hard rubbish collection	3 different categories	<ul style="list-style-type: none"> Waste and recycling Resident Q&A / Resident needs Common links and actions
Business permits	3 different categories	<ul style="list-style-type: none"> Business Development Rules, Maintenance, Funding

Task 1 of 19

[Skip this task](#)

You are part of a local club and want to see if the council might support you. Where would you go to see if there is any financial support available?

▼ Home

Building & Development

Waste & Recycling

Services & Programs

Facilities & Events

Pets & Environment

Council & Administration

Local Business

Projects & Initiatives

Task 1 of 19

[Skip this task](#)

You are part of a local club and want to see if the council might support you. Where would you go to see if there is any financial support available?

Home

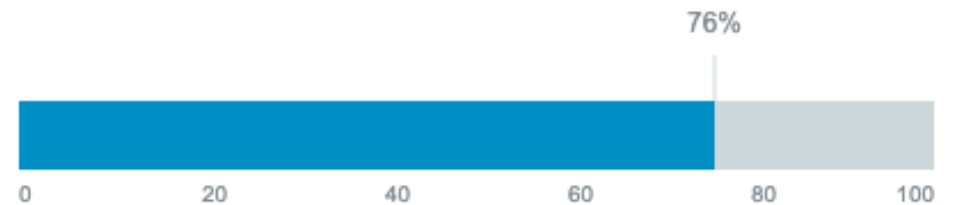
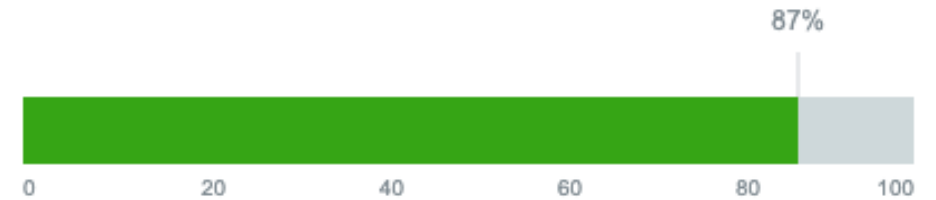
Services & Programs

Grants & Sponsorships

Community Grants

← [I'd go to this page](#)

- Median time taken to complete the test: **11 minutes**
- The quickest times: Around **5 minutes**
 - That's **15 seconds per task!**
 - Some **participants over 65** achieved this timeframe
 - And they often recorded a **90%+ success**
- Average score: **87% success**
- Directness score: **76% direct success**
- The **OLD** sitemap had a success rate below 60%





Council

Bins, pets & parking

Events, programs & facilities

Community services

Development & projects

Book a hard waste collection

Register a pet

Pay a parking fine

Apply for a parking permit

Waste & recycling

- Rubbish collection dates
- What to put in your 3 bins
- Report a bin issue
- Tricky waste
- Hard waste collection
- Reducing Waste

Pets

- Pet registrations
- Dog exercise areas
- Lost & found dogs
- Dog or cat complaints
- Other animals

Parking, roads & traffic

- E-Scooter trial in Unley
- Parking expiations & payments
- Parking expiation disputes
- Parking permits
- Park Adelaide App



Justice of the Peace



Unley Libraries



Swimming Centre



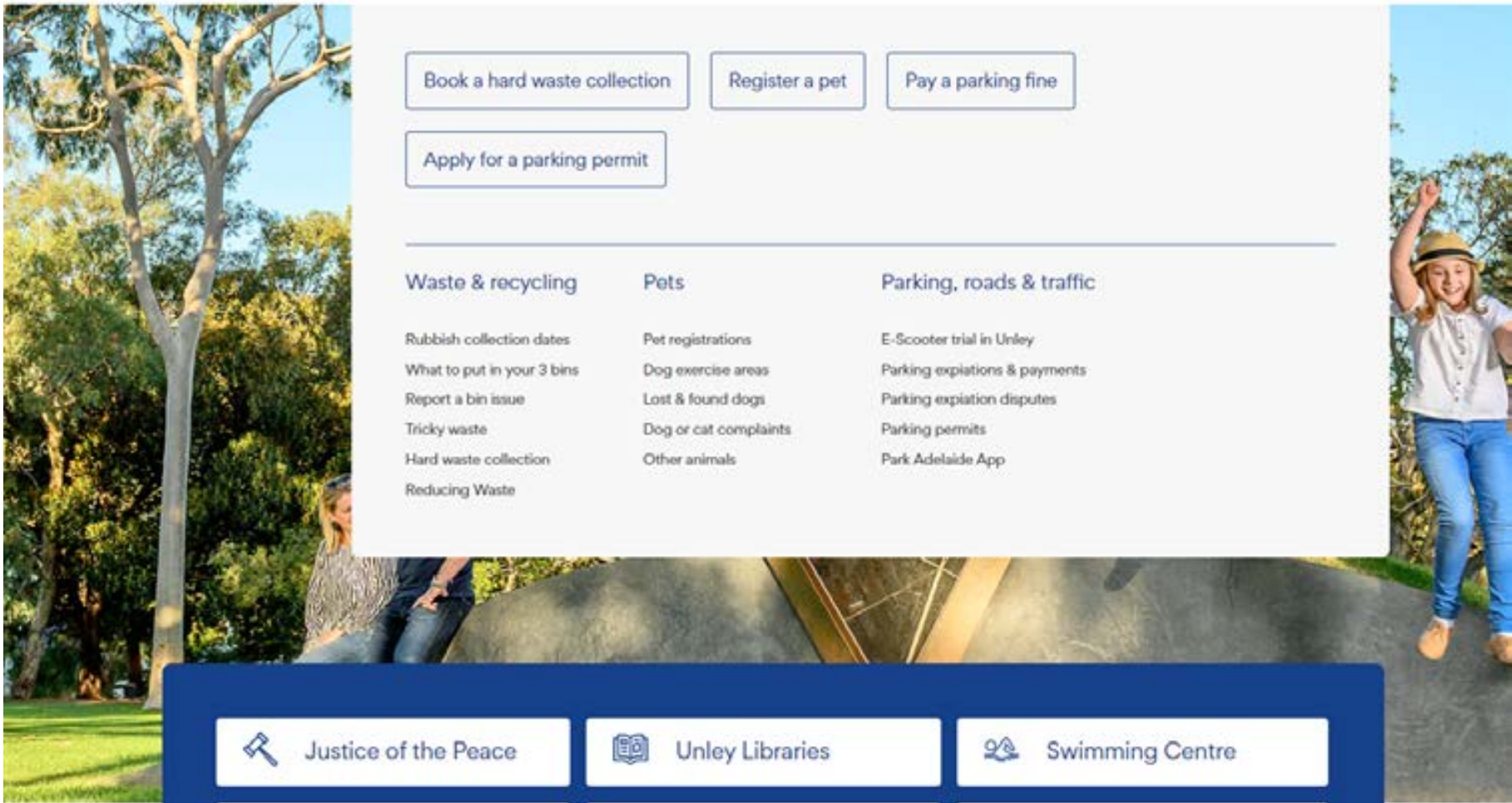
Pay online



Bin collection day



Forms & applications





Council

Bins, pets & parking

Events, programs & facilities

Community services

Development & projects



bin

Rubbish collection dates
Find out when your **bins** will be collected and how to download a calendar of your waste collection dates.

Report a bin issue
How to report a missed collection, a damaged or missing **bin**, apply for new or additional **bin/s** or arrange the return of **bins** if a property is being demolished.

Bin entitlements and additional bins
Find details on **bin** entitlements for residential and commercial properties, and how to request additional **bins**.

What to put in your 3 **bins**

Repo

Pay o

entre

lications

[Search](#) [Home](#) / [Bins, pets & parking](#) / [Parking, roads & traffic](#) / [Parking permits](#)

Parking permits

[Renew a permit](#)[Temporary permit](#)[Disabled Parking Permit](#)

Residents of Unley may be eligible for a residential parking permit.

There are two types of permits available. The type of parking permit you will be issued is determined by the parking controls in your street, adjacent to your home.

A parking permit does not guarantee you a space to park your vehicle.

A parking permit allows you to either:

- Park your vehicle and overstay the time limit in a time restricted parking area,
- And/or allows you to park your vehicle in a Resident Only permit zone.

How to apply

To apply for a residential parking permit, you must:

- provide proof that you live in the eligible property
- provide proof of all vehicles registered to that property
- complete the application

[Proof that you live in the property](#)

My progress: 14%

Check your eligibility: Property

Eligibility is determined by:

- Your property type and when it was granted development approval
- Parking spaces available on your property
- The number of registered vehicles garaged at your property address.
- Capacity for parking on your street

Property type Required

- If you live in a multi-dwelling residence and the development of your property was granted on or after 1st November 2013 you will **not** be eligible for a residential parking permit.
- If you are unsure when your property was granted development approve continue with this application. We will check the development approval date and notify you.

[Statutory declaration form](#) (PDF, 41KB)[On street parking policy](#) (PDF, 154KB)

Front end

My progress: 14%

Check your eligibility: Property

Eligibility is determined by:

- Your property type and when it was granted development approval
- Parking spaces available on your property
- The number of registered vehicles garaged at your property address.
- Capacity for parking on your street

Property type Required

- If you live in a multi-dwelling residence and the development of your property was granted on or after 1st November 2013 you will **not** be eligible for a residential parking permit.
- If you are unsure when your property was granted development approve continue with this application. We will check the development approval date and notify you.



APIs

Search APIs Group by tag

Name	Description	Type
CreateTermsOfRequest	Azure Logic App	REST
ECM11ConnectionAndCust...	Azure Logic App	REST
FindEquation	Azure Logic App	REST
GetRegionAndTaskByRegion	Azure Logic App	REST
OpenPermitFindEquation	Azure Logic App	REST
OpenPermitFindPermit	Azure Logic App	REST




Azure API Management



Azure Logic Apps



Pathway

Digital Service Overall: Request for additional bins

OVERALL DIGITAL ADOPTION

72%

GOAL FOR DIGITAL ADOPTION

20%

DIGITAL SERVICE STARTED

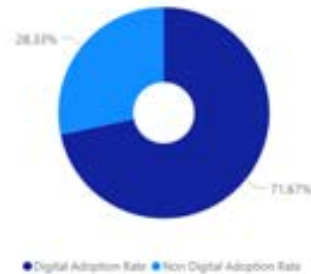
04/05/2020

MONTH WITH HIGHEST DIGITAL SUBMISSIONS

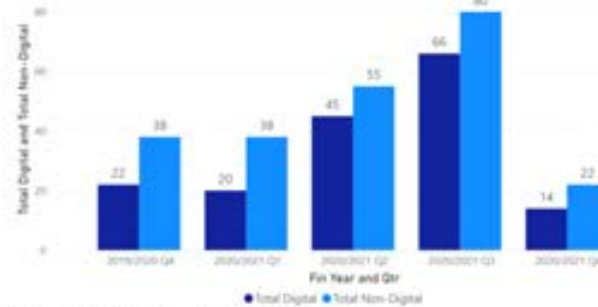
February

Digital Service In Detail: Request for additional bins

Digital Adoption Rate and Non Digital Adoption Rate



Total Digital and Total Non-Digital Per Quarter



Total Digital and Non-Digital Previous 12 Months



OVERALL DIGITAL ADOPTION ACROSS SERVICES

32%

Digital Adoption Rate Per Service (Since Start Date)



Service	Online	Other	Total	Overall Digital Adoption	Digital Adoption Trends
Request For New/Additional Bin	24	17	41	59%	58.5% Previous 3 Months
Lodge An Expiration Review	982	375	1357	72%	65.7% Previous 3 Months
Change of Name/Address	15	539	554	3%	3.0% Previous 3 Months
Financial Hardship Assistance	3	70	73	4.1%	4.1% Previous 3 Months
Footpath Trading Permit	31	32	63	49.2%	49.2% Previous 3 Months
Mandatory Notifications	25	106	131	19%	19.1% Previous 3 Months

Measure and improve



94%
Overall customer satisfaction

34

Staff maintaining services content on the website

22

Service owners building and maintaining digital services

95



Online services published

84%

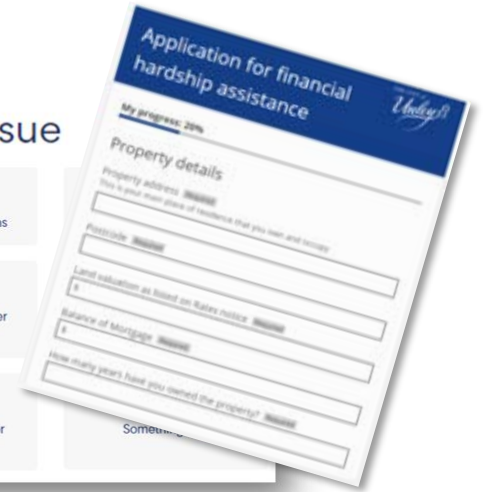
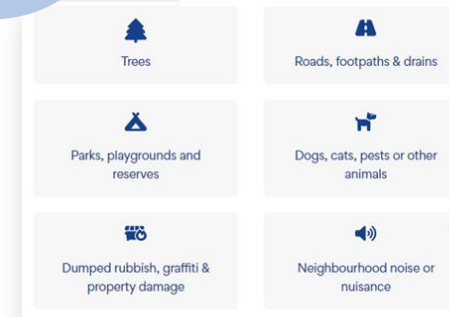


Decrease in paper forms lodged

19,000

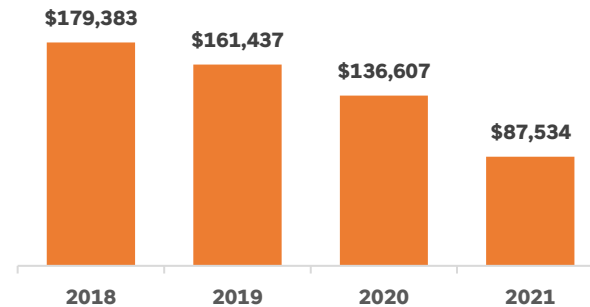
Online service transactions

Report an issue



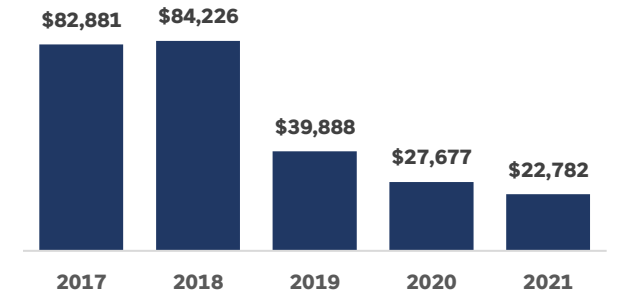
\$90k
pa saved

Total annual postage costs



\$60k
pa saved

Total annual printing costs



Keeping on track

Was this page helpful?

Help us improve this site

Yes

Maybe

No

Issues with the page

- Links not working
- Page not found
- Information out of date
- Missing or incomplete information

How can we improve this page?

Thank you for your feedback, it helps us design a better website for you.

If you want to report an issue or can't find what you were looking for [Contact Us](#) or call (08) 8372 5111.

Submit Feedback

Cancel

Popular searches



Your site visitors search for these items more than any other.

Search keyword	No. of searches
dispute	21
rates	17
careers	10
expiation	
fees and charges	
fish tank	
hard rubbish	
jobs	
school	
uluru	

LAST 30 DAYS

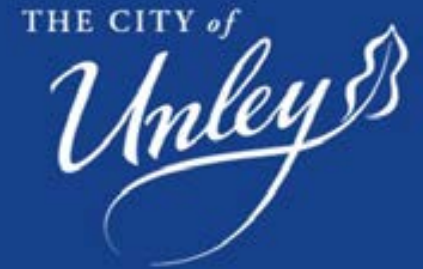
Data tak

Most popular pages

Page	Views			
		Desktop	Tablet	Mobile
Unley Libraries	20,018	9,712	826	9,480
Unley Swimming Ce...	18,022	0	532	17,490
Contact us	16,909	7,654	279	8,976
Rubbish collection d...	16,893	0	549	16,344
Lane Availability	9,663	0	475	9,188
Hard waste collection	5,956	0	213	5,743
Opening Hours	5,898	0	193	5,705
Pricing & Costs	5,262	0	0	5,262
Waste & recycling	4,018	0	226	3,792
Kids events & progra...	3,879	0	0	3,879

LAST 12 MONTHS

Data taken from Google Analytics



Hi,
It's time to review your page
Living Young Reference Group

This email was sent automatically
from the City of Unley website at
unley.sa.gov.au

Supporting web authors and content owners

Corporate site training webinar (Part Two)



Training Guides

Open Cities training guides +

Content Guides

These guides provide information on how to write and publish information for our website. They ensure consistency of content and make our website is accessible to all.

Content guides +

Content Owners

The content owners are responsible for different sections of Aquaria and have been trained in editing. Please reach out to them for new content ideas, corrections or missing information.

For a current list of Content Owners, please see the Communications team.

Training Guides

Open Cities training guides

Introduction

Getting Started with Open Cities

Editing, Formatting, Photos & Documents

Homepage Features and Alerts guide

Service Pages

Editing Events

Editing News articles

Editing Venues Module

Careers editing guide

Editing Park template

Program and Project Templates

Linking ECM and Open Cities (PPTX, 2MB)

Creating Public Notices (PDF, 450KB)

In addition to our guides there are comprehensive guides and video tutorials available in Open Cities by clicking the green Help button in the bottom-right corner when editing.

Karen Cini 19/10/2021 4:26 pm

Hi Website and Aquaria Authors I'd like to share one tip today to improve your page results in Google search. By checking that your page descriptions are short and effective, you can encourage more people to click through and find what they need. Please check out the quick two-page guide here and let me know if you have any questions. This pdf is also saved in the 'Files' section of this group.

[See less](#)

Importance of page descriptions.pdf

👍 5 ❤️ 1

What worked

- User research is a powerful tool
- Iterative design approach was effective at getting fast results
- Empowering staff within the business

What wasn't so good

- Lots of talking before results – 8 months of pure research
- Getting staff on board is still hard
- No one wants to write content



unley.sa.gov.au