

Our Two Year Journey Using Web Chat



Wagga Wagga
City Council

Wagga Wagga is the largest inland city in New South Wales and straddles the Murrumbidgee River. Wagga Wagga has an urban population of 55,364 people and our Local Government Area population of 62,799 and is an important agricultural, military, and transport hub of Australia and is midway between Sydney and Melbourne.

The Customer Service Centre receive on average 4000 calls per month and is operated by 8 full time Customer Service Officers with 3 of these being located on our Call Centre





- Web chat is a system that allows users to communicate in real time using easily accessible web interfaces.
- It is a type of internet online chat distinguished by its simplicity and accessibility to users.
- Wagga Wagga City Council implemented web chat two years ago using Siemens Call Centre software – with 2 licences. A web chat will queue as a call in the system and will appear on the screen of the next available Customer Service Officer.
- Once a Customer Service Officer is handling a web chat, they are unable to take calls at the same time. This gives the Customer Service Officer full attention to the web chat received.



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Talk with council staff: Phone **1300 292 442** or **(02) 6926 9100** or chat online with council representative.

Email: council@wagga.nsw.gov.au

Fax: (02) 6926 9199

Address: Cnr Baylis Street and Morrow Street, Wagga Wagga NSW 2650

Postal Address: PO BOX 20, Wagga Wagga NSW 2650

A.B.N: 56 044 159 537

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Web Chat

i You have requested a live Web Collaboration session. To help us further assist you, please provide the following information.

NOTE: This service is only available between the hours of 8:00AM to 5:00PM. If you have an urgent matter contact the call centre on 1300 292 442.

Request Information

Your name:

What is your question?

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Web Chat

English - Internet Explorer provided by Wagga Wagga City Council

2/03/2016, 10:16 AM **Anastasia says**
Good Morning, my name is Anastasia and I would like to enquire as to how much it is to register my dog. She is a rescue kelpie from Australian Working Dog Rescue. Thank you

2/03/2016, 10:16 AM How can I help you?

2/03/2016, 10:19 AM **West says**
Good Morning Anastasia, Thank you for your enquiry. Your rescue dog lifetime registration with the NSW animal companion, it will cost \$26.00. When you come into council to register your Kelpie please provide proof that she is a rescue dog 🐾 please advise if there is anything else we can assist you with. Have a great day

Please type a message.



- Scripted responses are an important part of a web chat strategy. It is important that Customer Service Officers' don't appear to the customer as robotic, static and blunt.
- Before using a pre scripted response, the Customer Service Officer needs to consider if it really conveys a genuine interest in the customers needs.
- An initial acknowledgement could be scripted, then the experience quickly personalised thereafter.
- Each customer is unique, therefore ensure they feel it.



Our Pros

- It can be very quick if the customer has a simple question and it can be responded to with our standard responses - eg Animal Registration, Change of address, Customer Request
- It is an additional way that customers can connect with Council
- Can be used on any device
- Convenience – easy to send helpful links to the customer

Our Cons

- No spell check
- There is no automated pop up advising that either party are typing
- Technical questions require further investigating
- Some customers do not identify with web chat eg non computer users



Technical Questions

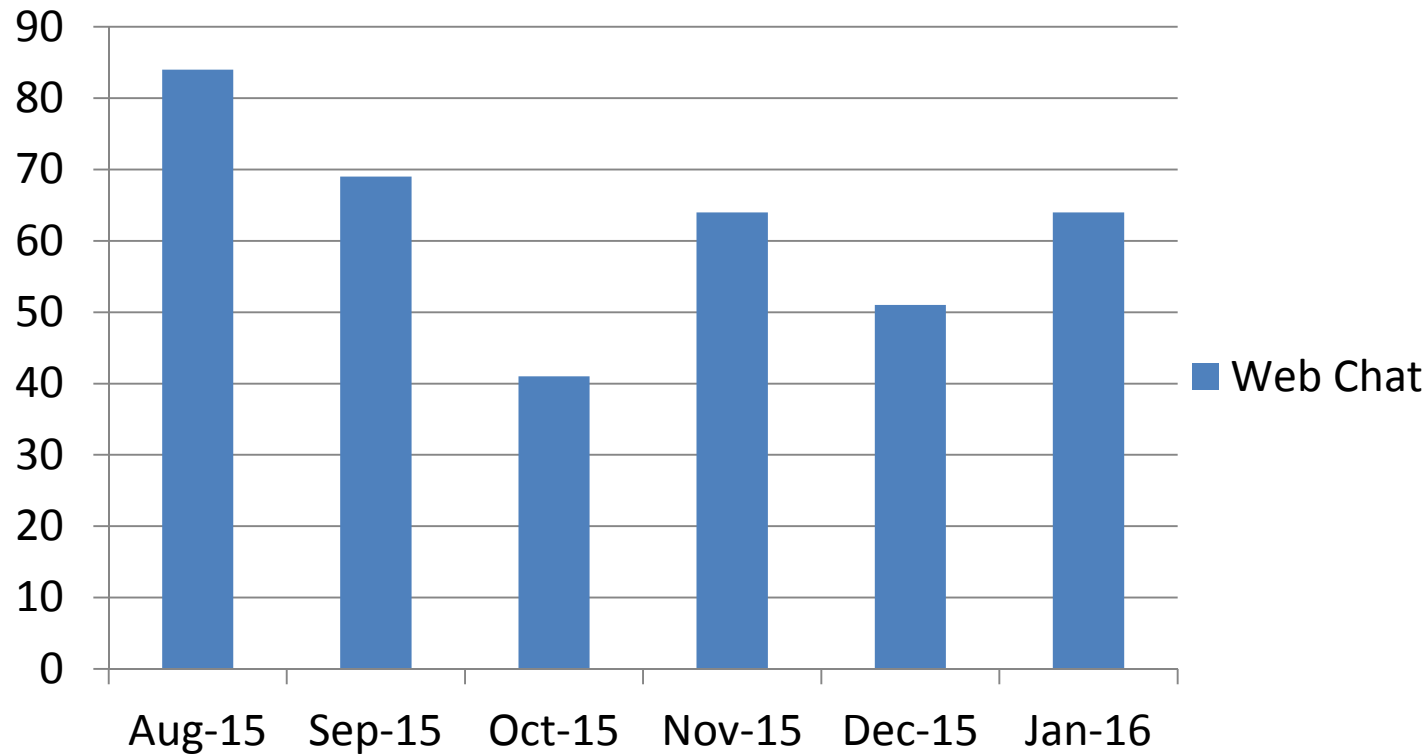
- There will be times when the question that is asked by the customer will require additional information and sometimes will need to be referred to another staff member
- Customer Service Officers will endeavour to assist the customer by liaising with other Departments and informing the customer through their chat that they are seeking further assistance
- If a Customer Service Officer cannot obtain an instant answer for the chat customer, they would then seek the customer details and log it through to the correct Department via a phone message





Our Statistics

Web Chat Usage	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	This Month	6 Month Average
Total Chats	84	69	41	64	51	64	62



Web Chat actually has nothing to do with
Chat

The success of Web Chat depends on
Knowledge Management



Questions

