

Waterford City and County Council

Customer Satisfaction Survey Workshop

Custom House

22nd November 2019





Communicating our Message

Amalgamation of former Waterford Local Authorities

Waterford City and County Council formed June 2014

Launched new brand Waterford City and County Council

Strong emphasis placed on Communications & Customer Services

One Stop Shop model of service delivery launched

Significant investment by new organisation in Customer Service Desks in both locations

Key messages

That we are committed to providing the best quality customer service that we possibly can

That we are unified, ambitious and forward looking

That economic development is at the forefront of our priorities

OUR COMMUNICATION STRATEGY



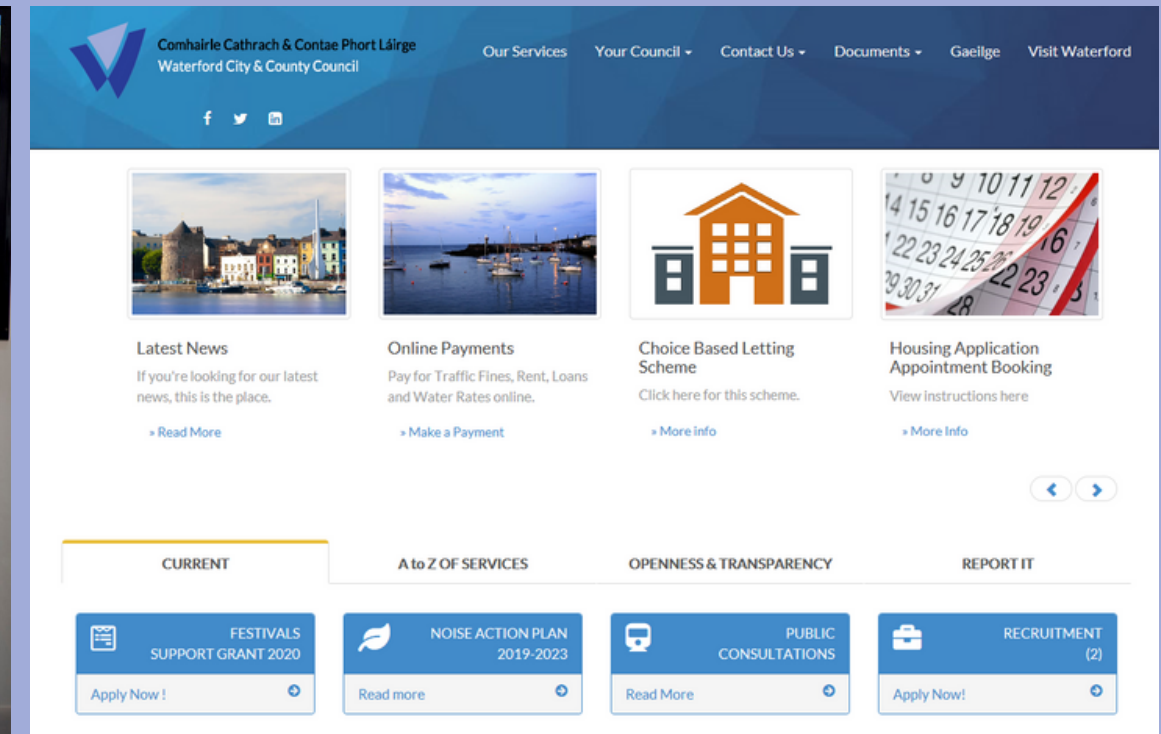
Our Vision

That all communications will be clear and consistent.



Our Vision

That all communications will be honest and appropriate



Our Vision

That all communications will be timely and accessible

CREATING TRUST IN OUR BRAND



Facebook



Twitter



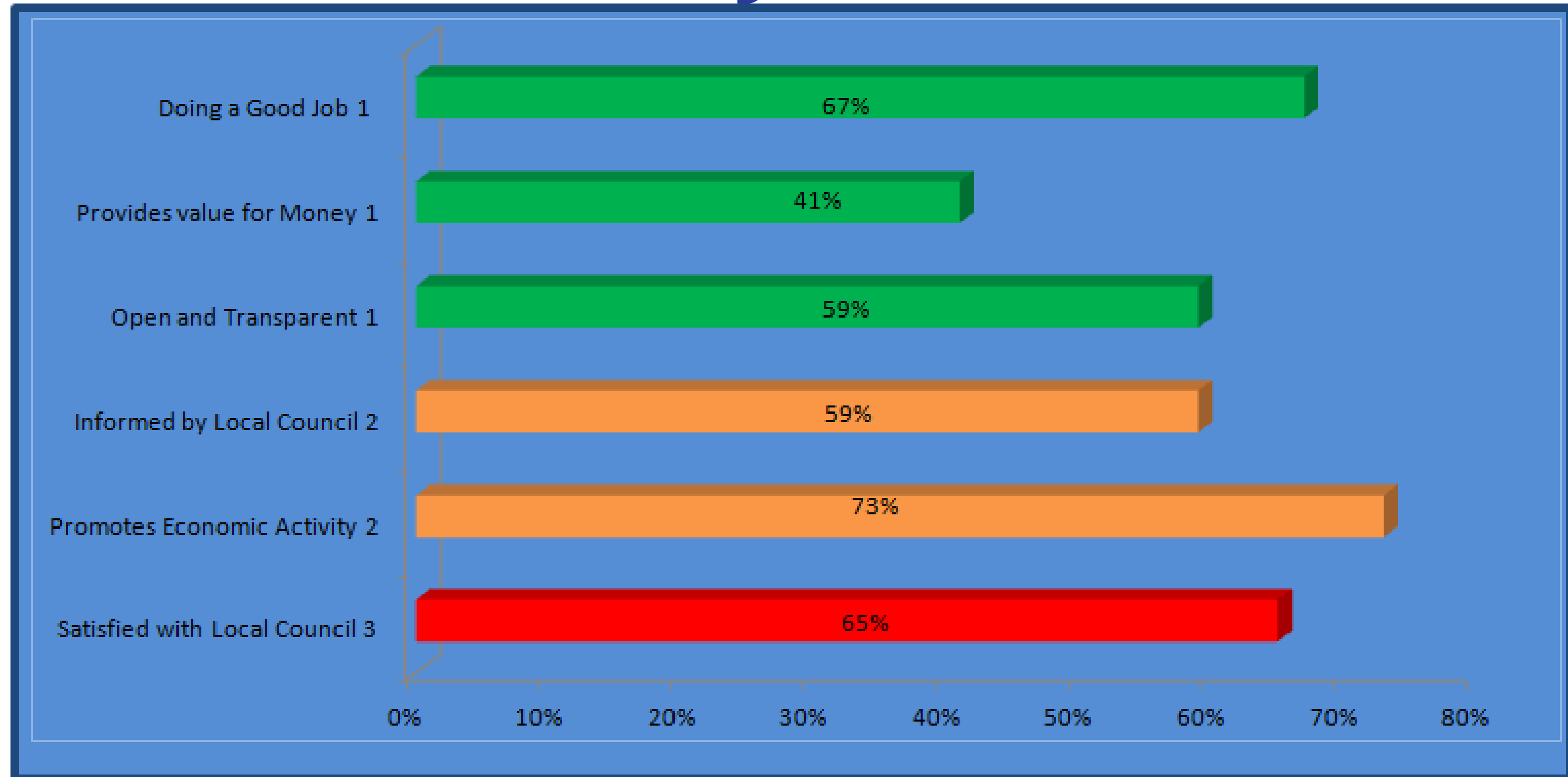
Waterford Council
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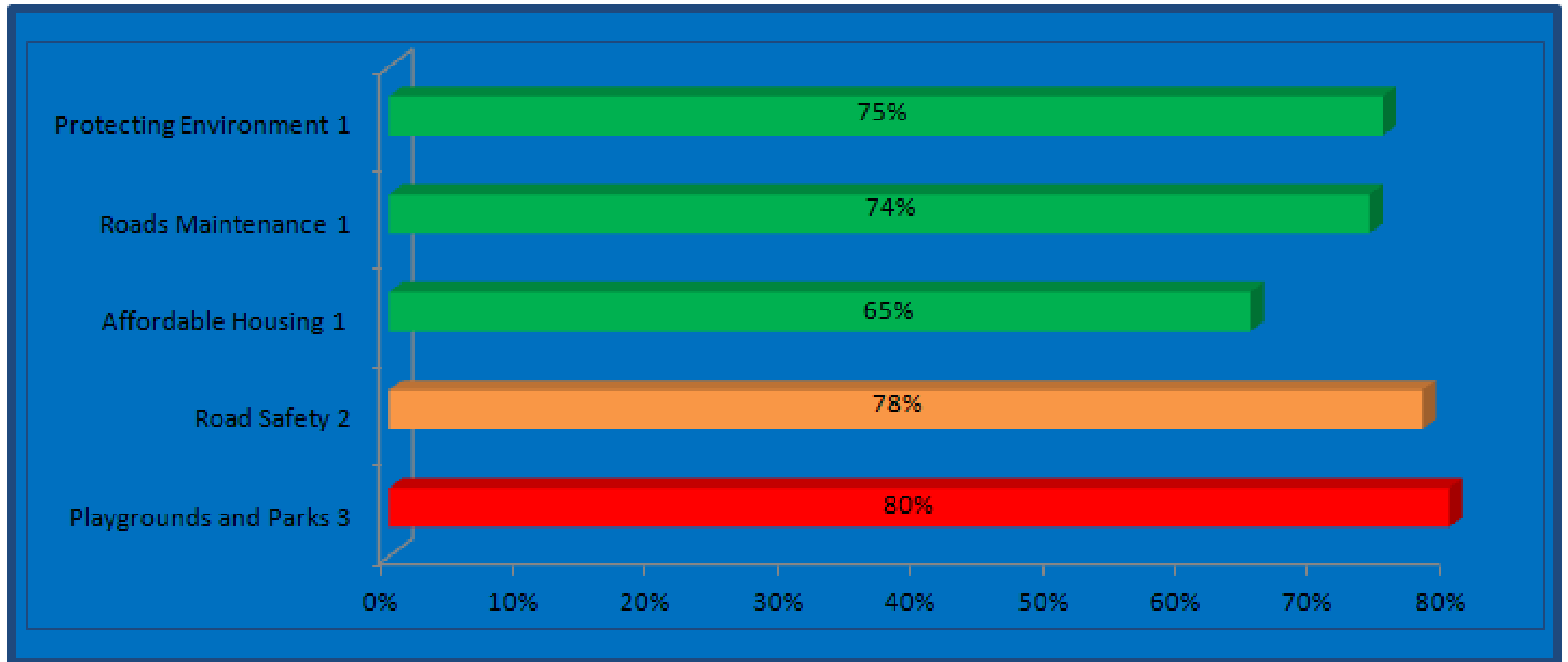
NOAC - Local Authority Satisfaction

Survey 2019

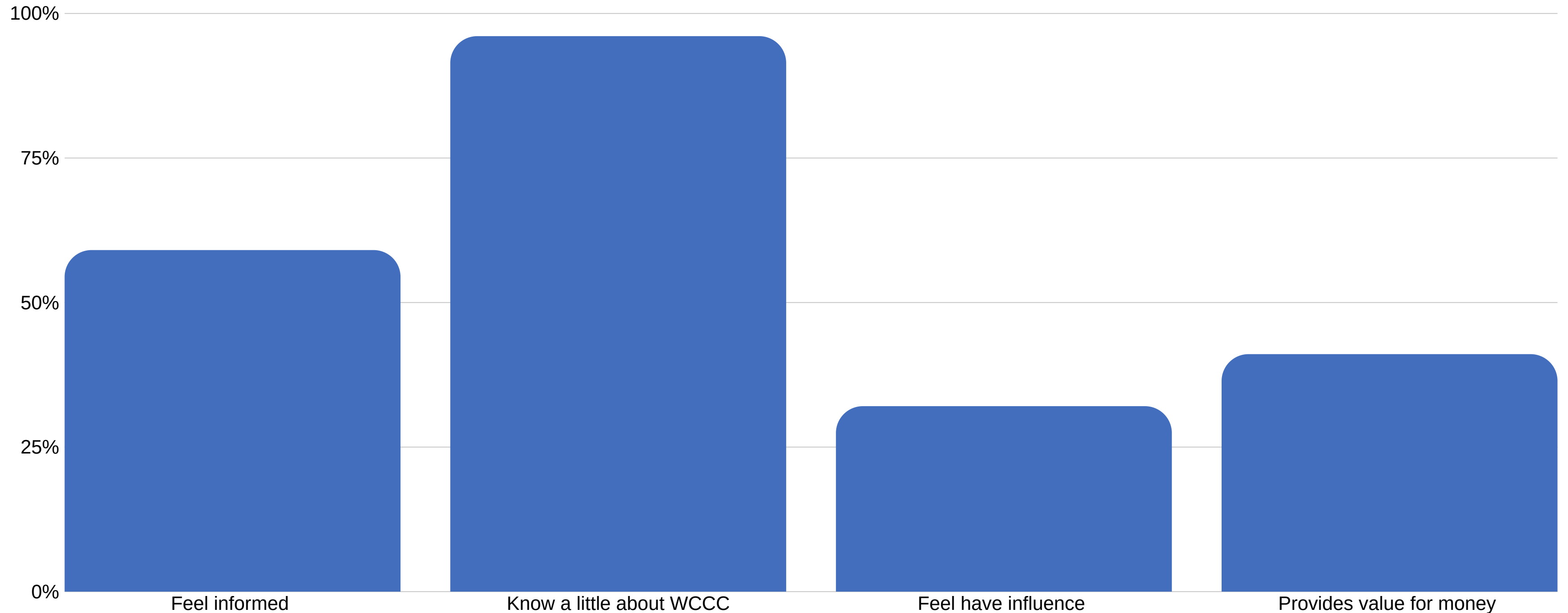


NOAC - Local Authority Satisfaction

Survey 2019



Communication, Awareness and Engagement with Local Council



Where to Now!

Communications & Marketing Focus

Establish a Communications & Marketing Team with a strong focus on Citizen engagement and ensure we promote and inform.

Engage proactively with Social Media and Digital Marketing to be ahead of the curve

Ensure we continue to excel at Crisis Communications - Experience and learning from recent Severe Weather events to inform our future communications