

OUR CUSTOMERS

Placing the customer at the heart of everything we do

WorkCover has developed a customer program of strategic projects to continue to improve our customer experiences. Over the past year, we have started discovery activities, including customer and stakeholder consultation, and will continue to design and implement the following new approaches over the coming 2019–2020 year:

- Working with our website partners, Workplace Health and Safety Queensland, Workers' Compensation Regulator, and Electrical Safety Office, develop a more intuitive website with enhanced self-service capability.
- Review our current customer contact management capability to ensure a more consistent experience throughout their claim journey.
- Enhance our understanding of our customers' needs and how they want to interact with us, allowing us to make informed decisions about the specific services we provide.
- Ensure workers know what to expect of the claims process from the outset to allow them to focus on their recovery.
- Improve key written communications to injured workers to allow them to feel empowered to make informed decisions about their claim.
- Measure the real-time experience customers have through the claims process.
- Design a customer experience journey that ensures both workers and employers feel supported and involved with relevant information, empathy and understanding during common law claims.

Offering tailored care and support to meet individual needs

With research partner Monash University, we are piloting a new approach to the way we help workers and employers during their claims by tailoring care and support to their individual needs.

Early analysis shows that more workers are getting the right level of care at the right time. We have particularly noticed that we are able to help workers with more complex claims, or those with longer expected recovery times, earlier in their claim. This is really important in our focus to support workers in their recovery and improve outcomes for them.

Feedback from workers during the pilot has been positive, and we are also gathering feedback from providers, employers and our people on whether they feel this enhanced approach is beneficial.

Through this pilot, we are making sure our highly trained claims team members are partnering with employers, workers and providers to get the best possible outcomes, tailored to each individual.

Connecting with Queensland workplaces

Online services

During the year, we enhanced WorkCover Connect, employers' online one-stop resource for insights into their claims and safety. Functionality improvements provide employers more flexibility to make changes to suit their business needs as well as better reports, analytics and tools to help their business.

WorkCover was also proud to receive recognition of our digital services redesign at the national Personal Injury Education Foundation's Awards in Adelaide in October 2018. Our efforts to improve our services for our customers and stakeholders were acknowledged with our win in the digital innovation category of the PIEF Awards.

LeadingWell Queensland

Our [LeadingWell Queensland](#) collaboration, with Workplace Health and Safety Queensland and SuperFriend, funded the University of Queensland to pilot the [5R Leading inclusive teams program](#) in Mackay. 5R is a five-step structured workplace intervention designed to build business leadership skills to enhance work group identity, group cohesion and workplace wellbeing. A series of events, including business leaders breakfasts and forums, were held throughout the year in Brisbane, Cairns and Townsville,

with a focus on building mentally healthy workplaces through strategic development, positive promotion and workplace culture.

Events for small businesses

WorkCover also participated in a series of webinars and events for small businesses with partners Chamber of Commerce and Industry Queensland, Workplace Health and Safety Queensland, and the Office of Small Business. Topics included the health benefits of good work and suitable duties, what to do when a worker is injured, and Safe business for small businesses in Toowoomba.

Reaching out regionally

We have continued to host forums with employers and unions throughout the year on return to work, injury management, common law claims, and workplace health and safety. The below map shows some of the places we have been over the past year.

Activities 1 July 2018 – 30 June 2019

- Trade show exhibitions (32)
- Speaking engagement (34)
- WorkCover hosted events (19)
- Joint hosting with LeadingWell and/or OIR (9)
- Award sponsorships (1)
- Other (study tours, audits) (3)



We have hosted webinars on topics such as common law claims and silicosis and support for stonemasonry workers and employers, for over 6,000 registrants.

Our quarterly [WorkCover Update](#) e-newsletter, which provides an overview of the latest workers' compensation news and information, including helpful tools and resources for workplaces, is sent to all policyholders, medical and allied health providers, and other stakeholders.