



# Vehicle Standards (Operational Approval Process) Customer Journey Map



| 1 Enquire on how to process | 2 Application Portal | 3 Assessment of information | 4 Application assessed | 5 Need more technical information | 6 Answer Yes or No and issue document to customer | 7 Right for review process |
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| Description | 1 Enquire on how to process  | 2 Application Portal   | 3 Assessment of information  | 4 Application assessed  | 5 Need more technical information  | 6 Answer Yes or No and issue document to customer  | 7 Right for review process   |
|-------------|--|--|--|---|--|--|--|
|             | The team aims to approach all enquiries that customers are treated the same way they would be treated if they were in the customer's shoes. Operators and manufacturers enquire about Vehicle Standards. The National Heavy Vehicle Regulator (NHVR) is responsible for the Heavy Vehicle Standards and for granting exemptions across participating jurisdictions (ACT, NSW, QLD, SA, TAS and Vic). | Heavy vehicle operators, owners and modifiers need to apply to the NHVR for: Exemptions from compliance with a heavy vehicle standard Approval to modify a heavy vehicle Special Purpose Vehicle (SPV) in principle support. | A preliminary assessment of the application is conducted to ensure that all of the relevant information has been included. | When an application is submitted, NHVR considers vehicle standards and safety issues to decide if a vehicle standards application can be granted. | The process by which a member of the NHVR team interacts with the operator or manufacturer in order to clarify, verify or request additional information to the application. | A response is provided to the operator or manufacturer detailing whether the application has been approved or not. At the same time, documentation is issued to the operator or manufacturer conveying whether the application has been approved or not and it includes guidance regarding next steps. | In the event that an application is unsuccessful, the operator or manufacturer receives clear guidance regarding their rights to have the unsuccessful application reviewed. |



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| <b>CX Principles</b>     | <ul style="list-style-type: none"> <li>CXP1</li> <li>CXP2</li> <li>CXP3</li> </ul>  | <ul style="list-style-type: none"> <li>CXP2</li> <li>CXP4</li> </ul>  | <ul style="list-style-type: none"> <li>CXP1</li> <li>CXP2</li> <li>CXP3</li> </ul>  | <ul style="list-style-type: none"> <li>CXP3</li> <li>CXP4</li> </ul>   | <ul style="list-style-type: none"> <li>CXP1</li> <li>CXP3</li> </ul>   | <ul style="list-style-type: none"> <li>CXP1</li> <li>CXP2</li> <li>CXP4</li> </ul>   | <ul style="list-style-type: none"> <li>CXP1</li> <li>CXP2</li> </ul>  |
| <b>Target Memory</b>     | <ul style="list-style-type: none"> <li>I received clear information that was helpful.</li> <li>They were very responsive.</li> <li>They answered questions I didn't even consider.</li> <li>Now this was great, clear, helpful information.</li> <li>Saved me time and money.</li> <li>Managed Expectations.</li> </ul> | <ul style="list-style-type: none"> <li>I found the process simple and easy.</li> <li>There is great visibility of how my application is progressing.</li> </ul>   | <ul style="list-style-type: none"> <li>They were able to perform a quick assessment about my application to see that I have included everything that was required of me.</li> </ul>   | <ul style="list-style-type: none"> <li>I felt confident that my application would be assessed by an expert team.</li> <li>I felt equipped and guided to make the necessary changes and to provide the required documentation.</li> </ul>   | <ul style="list-style-type: none"> <li>The NHVR Vehicle Standards staff member that contacted me was a great communicator.</li> <li>They pro-actively reached out to me in order to maximise the chances of getting my application approved.</li> </ul>  | <ul style="list-style-type: none"> <li>I was delighted that my application had been approved.</li> <li>They told me why my application was unsuccessful and why.</li> <li>They were very transparent and consistent about their decision making.</li> <li>They provided clear communication about next steps.</li> </ul>   | <ul style="list-style-type: none"> <li>They provided clear communication about my rights to have my unsuccessful application reviewed.</li> </ul>   |
| <b>Target Emotion</b>    | <ul style="list-style-type: none"> <li>Exceeded my expectation</li> <li>Informed</li> <li>Trust</li> <li>Reassured – NHVR knowledgeable, respected</li> </ul>   | <ul style="list-style-type: none"> <li>Impressed</li> <li>Confident</li> <li>Informed</li> <li>Respected</li> </ul>   | <ul style="list-style-type: none"> <li>Assured</li> <li>Informed, respected, fair</li> </ul>  | <ul style="list-style-type: none"> <li>Confident</li> <li>Hopeful</li> <li>Informed</li> <li>Respected, supported</li> </ul>   | <ul style="list-style-type: none"> <li>Supported</li> <li>Valued</li> <li>Informed</li> <li>Respected</li> </ul>   | <ul style="list-style-type: none"> <li>Delighted</li> <li>Informed</li> <li>Not surprised</li> <li>Respected</li> </ul>  | <ul style="list-style-type: none"> <li>Informed</li> <li>Respected</li> </ul>   |
| <b>Target Experience</b> | <ul style="list-style-type: none"> <li>I was so impressed when I rang a dedicated Vehicle Standards team member at the NHVR.</li> <li>I felt confident that my enquiry would be actioned by the relevant team member.</li> </ul>  | <ul style="list-style-type: none"> <li>Lodging the an application on the portal was much simpler than I thought.</li> <li>The navigation through the portal was simple and easy to follow.</li> <li>The Portal prompt me when supporting information may not have been provided.</li> <li>I could access assistance to use the portal if needed.</li> </ul> | <ul style="list-style-type: none"> <li>I felt assured that my application would be dealt with promptly.</li> <li>Comprehensive yet simple to follow.</li> <li>My experience to date gave me confidence my application would be dealt with promptly.</li> <li>I knew the dedicated team were experts in their field and that I was dealing with people who would understand my needs.</li> <li>I know the process and the timeframes.</li> </ul> | <ul style="list-style-type: none"> <li>The expert team that was assessing my application had relevant and comprehensive knowledge in dealing with business just like mine.</li> <li>As a consequence I felt confident that the process would be fair, transparent and prompt.</li> </ul> | <ul style="list-style-type: none"> <li>The NHVR Vehicle Standards team explained the reason for their request of additional information and it made sense to me.</li> <li>I felt that request was fair and reasonable and that a fast turnaround on my part would keep the process moving.</li> <li>If the enquiry required technical data. The NHVR were quick to pick up the phone and call me.</li> </ul> | <ul style="list-style-type: none"> <li>The way in which NHVR Vehicle Standards team member communicated their decision to me was very professional.</li> <li>They were clear, concise and transparent about their assessment.</li> <li>I felt that the person I spoke to at the NHVR had a genuine understanding for me and that they were committed to helping me at every opportunity.</li> <li>The NHVR provided alternative options that may enable me to be granted access.</li> <li>There was a level of information in the file which exceeded my expectation.</li> <li>They included practical tips, case studies and other material which helped me to understand the benefit that I would now enjoy.</li> <li>I have everything I need to get on with my job.</li> </ul> | <ul style="list-style-type: none"> <li>I understood my rights clearly and what options were available to me to take the next steps.</li> <li>Personal approach as opposed to a digital approach.</li> </ul> |

**Reference** **NHVR Customer Definition**  
Our customers include any person or organisation who uses our services or with whom we work in order to ensure a productive and safe heavy vehicle industry.

