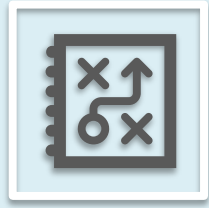




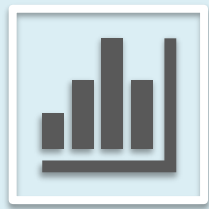
Customer Service

Presentation to Town of Tecumseh Council
Special Council Meeting March 28, 2023

Overview



Highlight important sections of the Customer Service Policy



Share current service delivery metrics



Provide update regarding Customer Service Strategy

Customer Service Policy Highlights

1.0 Purpose

- Provides a level of expectation in communicating with citizens and customers, both internally and externally, through a transparent and accountable approach.
- Employees will be empowered to provide clear, concise and accurate information and deliver services in a professional, timely and helpful manner.



www.tecumseh.ca

Customer Service Policy Highlights

4.0 Policy

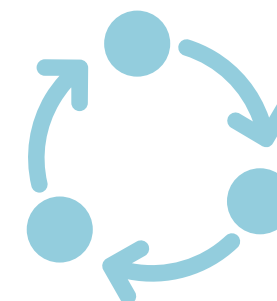
4.1 Anonymous Complaints, with no assessed risk to life or safety, will not be followed-up on for response

4.2 Employees are not expected to tolerate abusive behaviour.

- Negative/abusive interactions or complex situations that have a potential to influence the reputation of the Corporation should be reported to direct Manager/Director.
- Best practices are in place on how to handle abusive behaviour
- Applies to all channels of correspondence

4.3 Inquiry requiring the attention of a department- Employees can generate a service request in Cityworks.

- Gather information regarding the nature of the inquiry or complaint
- Customers should have a clear understanding of the process & who will be handling their inquiry
- Automated client confirmation with details of request
- Focused attention on lifecycle of inquiries & complaints



The Cityworks logo features the word "Cityworks" in a white, sans-serif font. A small location pin icon is positioned above the letter "i" in "City", and a small gear icon is positioned above the letter "s" in "works". The logo is set against a solid blue rectangular background.

Software used by the Corporation to record customer service requests/complaints, automatically code and route complaints to an appropriate responsible staff member, and measure progress by establishing, monitoring results.

Problem Tree

Problem Keywords

Domain: Tecumseh

Bylaw

CAO-Mayor

Clerks

Customer Service

Facilities

Fire

Municipal Drains

Ontario One Call

Parks

Roads

Sewer

Traffic

Water

Caller Information

Incident Information

Call Time: 03/1/2023 10:22 AM

Caller Type:

Title:

Account:

First Name:

Last Name:

Address:

District:

Apt Number:

City:

Province:

Postal Code:

Copy to Incident

Day Phone:

Work Phone:

Cell Phone:

Other Phone:

Email:

Roll:

Caller Information:

Owner? Follow-up Call?

Caller Lookup

Search

Enter caller data and press 'Search' to look for existing customers.
Select desired record to populate caller information.

Call History

Incident Id Description Address Details

Caller Information

Incident Information

Description:

Address:

District:

Apt Number:

City:

Province:

Postal Code:

Geocode

Copy to Caller

Landmark:

Map Page:

Shop:

Tile No:

Location:

Submit To:

Dispatch To:

Details (This area will be seen and sent to caller via email):

Request Comments:

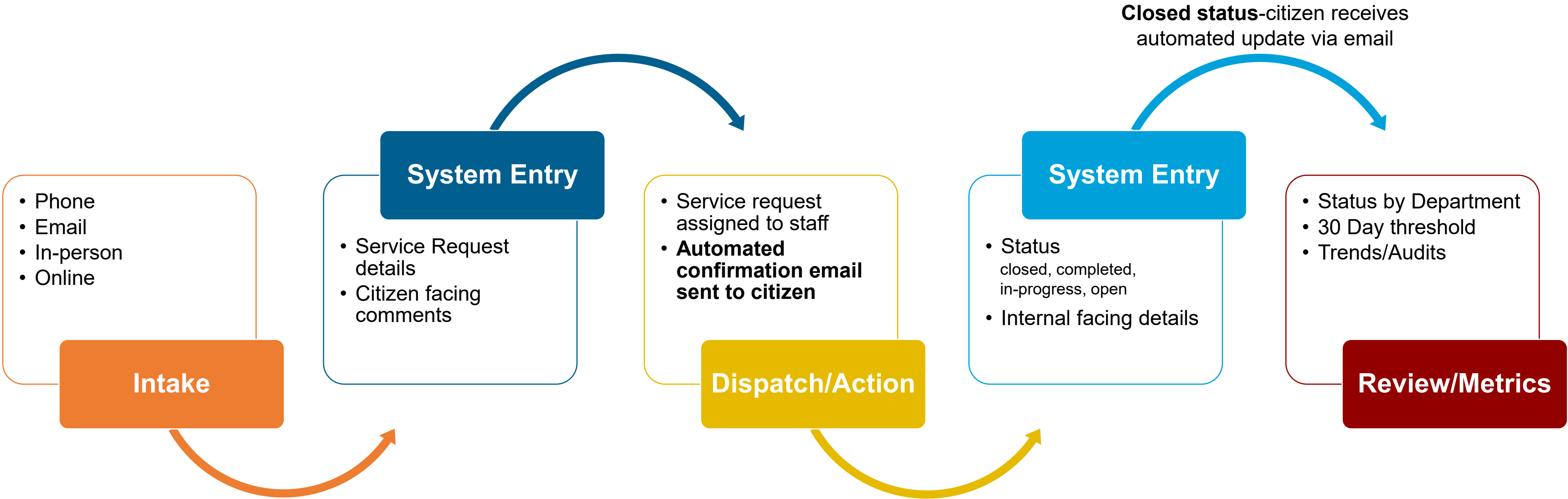
X: Y:

Existing Requests with the Same Problem Code

Search

To add caller to existing request, highlight record and save.

Cityworks Workflow Summary



Cityworks Pre-Intake Process



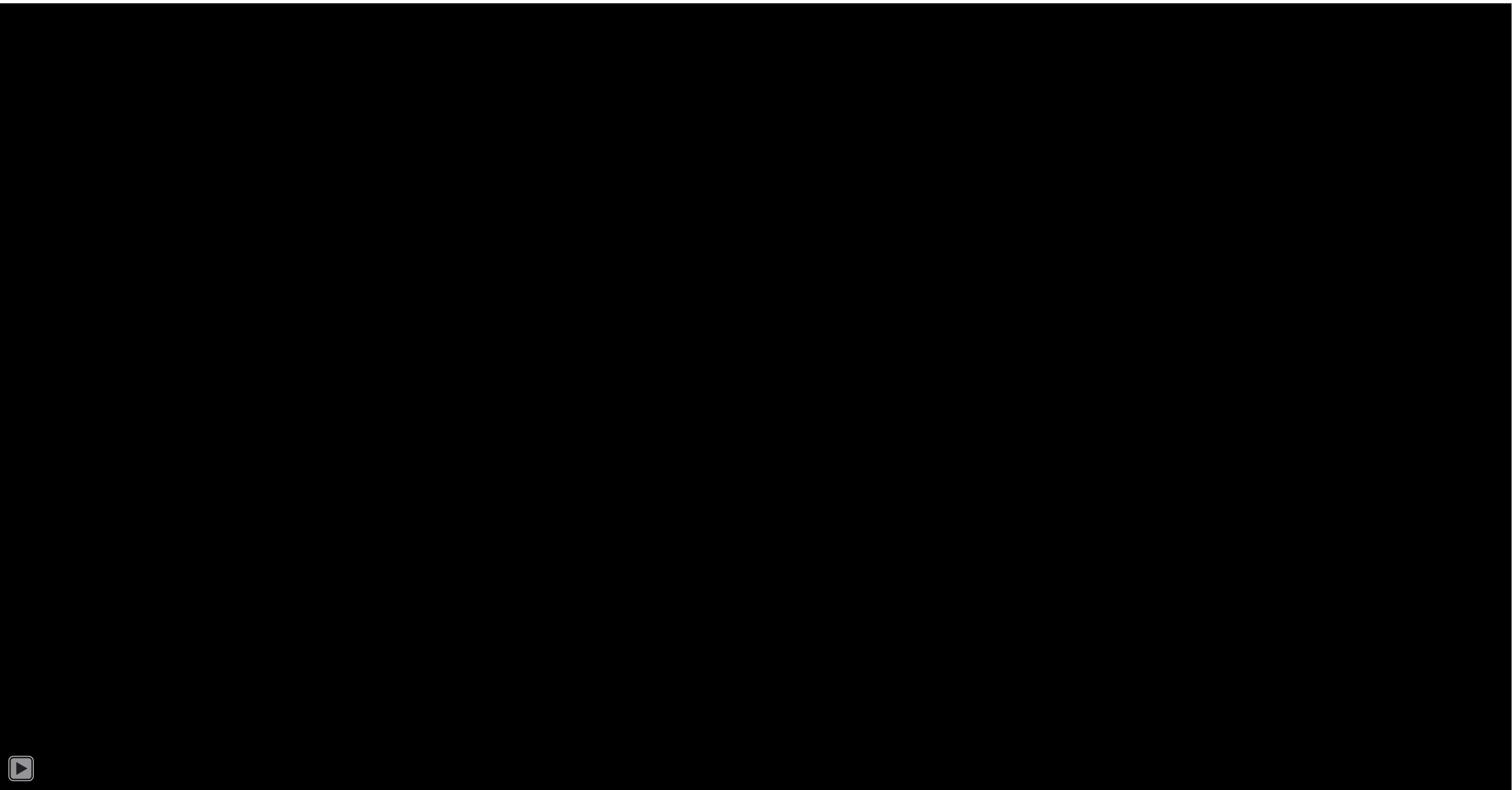
Current state

- Both informal & formal channels exist for service requests & complaints
- Creates inconsistency for communication channels and workflow systems



Future State

- Formalize service request and complaint channels
- Enable “Report an Issue” on Town of Tecumseh website to directly interface with Cityworks
- Members of Council can direct residents to website or report an issue via the website on behalf of the resident



Customer Service Policy Highlights

4.0 Policy

4.5 Employees will ensure responses are provided in a professional manner

- Encouraged, where feasible and reasonable, to look for ways to meet or exceed Customers' expectations and to enhance the delivery of service.
- When service gaps are observed they should be communicated to the appropriate department Employee or Manager/Director.
- Relationship between expected result and service level experience

Plans for Measurement:

- 'Realtime' transaction level measurements in addition to biennial or ad-hoc\historical surveys.
- Email signature blocks, lobby technology, website etc.

Customer Service Policy Highlights

5.0 In Person & Telephone Communication

5.2 Telephone calls should be responded to within one (1) business day

- If the information being requested is unknown, a call back is required to identify the department and employee that the inquiry was directed to.

5.3 Personal voicemail should be up to date and include:

- Relevant information
- Request to leave a detailed message
- Alternate contact should the employee be out of the office

5.5 All customers should have a clear understanding of who is handling their inquiry

5.6 Transferring Calls

- Inform the caller of the department and employee the call is being transferred to
- Employees strive to correctly transfer calls on the first attempt

5.7 Communicate with customers using plain language and speaking clearly

Customer Service Policy Highlights

6.0 Email & 7.0 Formal Written Correspondence

6.1 Emails should be responded to within three (3) business days

- If a formal decision of Council is required, the Employee will advise the customer and provide the date of the next Council meeting. An official response will be provided within five (5) business days of the Council decision.

6.2 Out of Office (automatic replies)

- Activated when an employee is out of the office for more than one (1) business day
- Alternate contacts will be provided

7.1 Written correspondence should be responded to within five (5) business days

Customer Service Policy Highlights

8.0 Website & Social Media

8.2 Messages should be responded to within one (1) business day

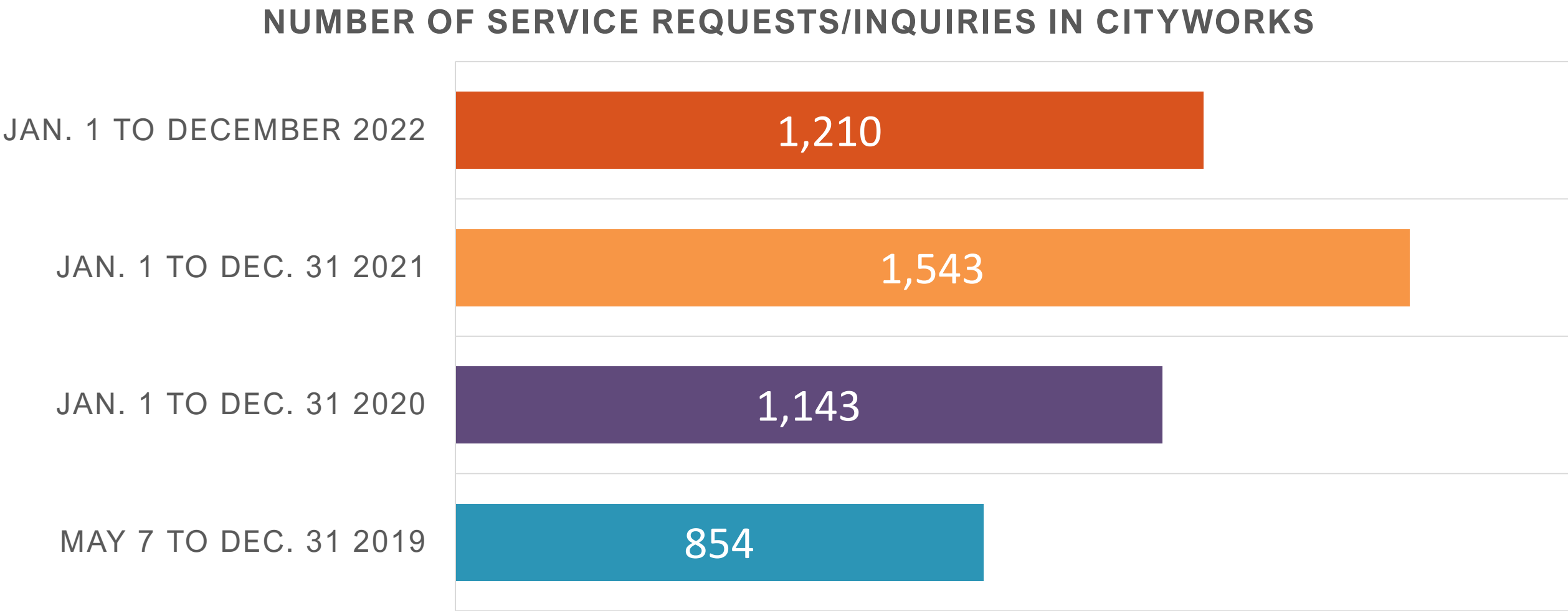
- Responses are expected to be friendly, professional and informative to strengthen community engagement.
- Should additional research be required for the response, the employee will inform the customer that a response will be provided once the information is known.

8.3 Online Forms or Applications

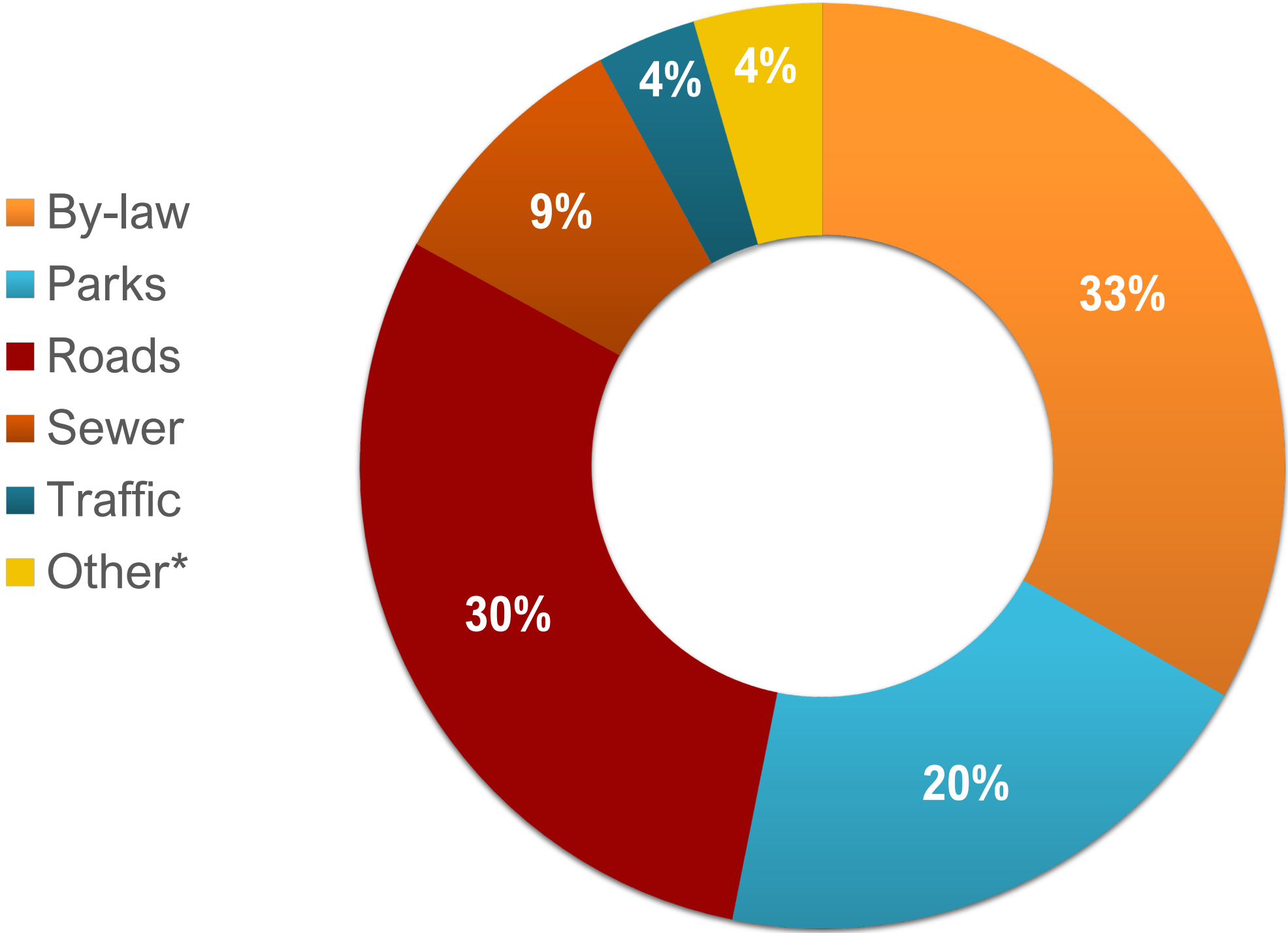
- Response within two (2) business days confirming the form or application was received

CityWorks Historical Summary

- CityWorks initiated in 2019
- Total of 4,750 service requests/inquiries since May 7, 2019

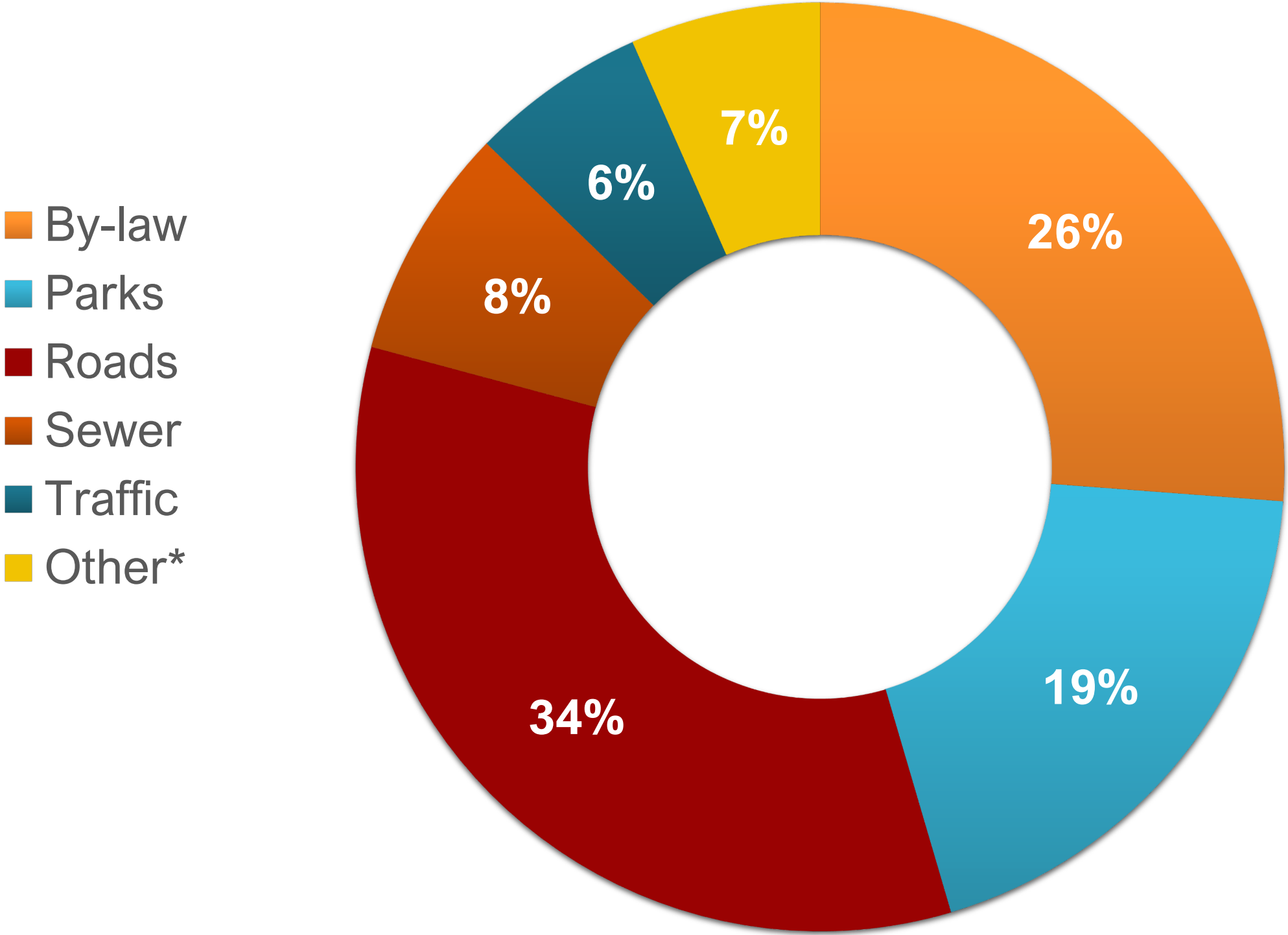


CityWorks Historical Information (2019-2022)



*Other = Waste, Clerks, Fire, CAO/Mayor, Facilities, Drains

CityWorks: 2022 Summary



*Other = Waste, Clerks, Fire, CAO/Mayor, Facilities, Drains

Customer Service

- Seamless omni-channel access to information & services
- Channel preference shifting to online
- Seamlessness between channels is critical

Areas of priority:

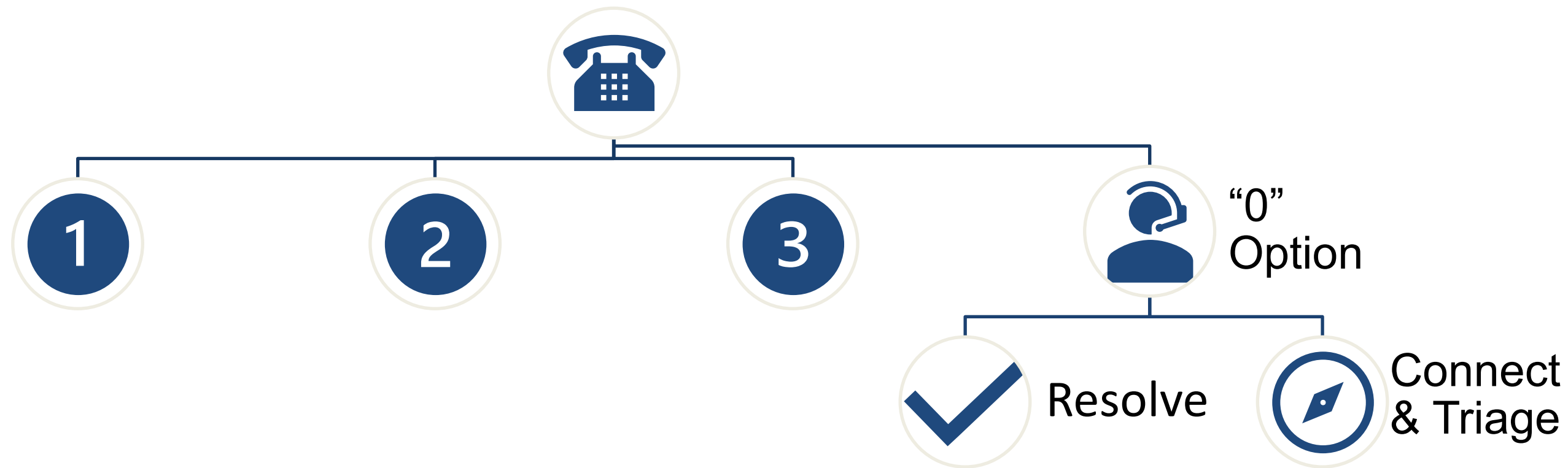
- Customer service culture
- Optimizing business processes
- Effective use of technology (incl. phone system)

Phone System (Automated + Live Voice Option)

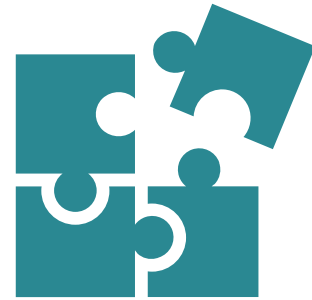
What it looks like	Cost	Pros	Cons
<p>Service Channel Choice:</p> <ul style="list-style-type: none">• Select from a list of departments/services• Select to speak directly with a customer service representative	Minimal – associated with training primarily	<p>Minimal cost</p> <p>Will provide good data and reporting metrics</p> <p>Projected increase in customer satisfaction</p> <p>Addresses recommendations from previous strategies</p> <p>Ease of training with point persons for subject area expertise</p> <p>Organizational “silos” will be reduced</p>	<p>Live answer would be an option but not offered at the beginning of the call</p>

Phone System (Hybrid Model)

- Responds to feedback provided during interviews
- Meets organizational needs (2021 Org. review)
- Aligns with recommendations from various strategies
- Builds capacity & cross training
- Allows room for growth & continuous improvement



Next Steps



Responsive & Consistent Customer Service Approaches

- Implement hybrid phone system
- Continuous improvement
- Policy application



Key Performance Indicators (KPIs) & Data

- Evidence-based decision making
- Foster a continuous improvement Customer Service culture



Monitor Service Request & Complaint Response Thresholds

- Reporting & Departmental Reviews