

Corporate Customer Service Strategy



GEORGINA

SERVICE GEORGINA

Customer Service Delivery Model

- There are multiple service delivery models but the limitations and the unique characteristics of the Civic Centre help identify one that works best for the Town.

Creating a customer centric culture and implanting a Customer Service Hub will provide:

- More effective and efficient use of municipal resources.
- Effective traffic management of customers within the Civic Centre.
- Ensure consistent customer service delivery standards within the Customer Service Hub
- Assist with the implementation of service delivery standards across all business units.

Implementation of Customer Reporting Management Software (CRM) and Public Service Request (PSR) software solutions will provide metrics that will allow for meeting the changing demands for customer service and accessibility across multiple business units.

Customer Service Hubs

The function of the customer service hub will be to identify, direct or complete public service requests, answer general inquiries and perform associated administrative tasks.

Service requests will streamline service delivery and increase efficiency and customer turnaround by grouping operational processes based on variables that make them similar and comparable to each other to maximize customer service deliverables.

First Floor Hub – Consistent Service Delivery (CSD) Hub

The First floor hub will receive the majority of the general inquiries and public service requests. Customers will not have to travel up and down stair for services. It will be responsible for the following Business Units and processes relating to: Taxes, Utility Billing, Water/Waste Water, Roads, Waste Management, Parks and Facilities, Program Registration and Facility Booking.

- Associates will have a vast knowledge of all departmental operations and the types of services the Town provides in order to answer general inquiries and process public service requests.
- Associates will also have a vast knowledge of community organizations, regional operations and social services within the communities of Georgina.
- Clear, formal expectations and processes for the Service Georgina Hub will be identified.
- All Associates will be crossed trained within the Service Georgina Hub.

Customer Service Associates have been tracking how people contact us and the types of service the customer requires such as a General Inquiry, Administrative Task or Service Request. This has provided us with some valuable information to assist us with the creation of the Customer Service Hub.

To give you an idea....

Reception receives 1260 calls on average per week

Tax and Water Division handles:

443 Customers per week during off-peak times.

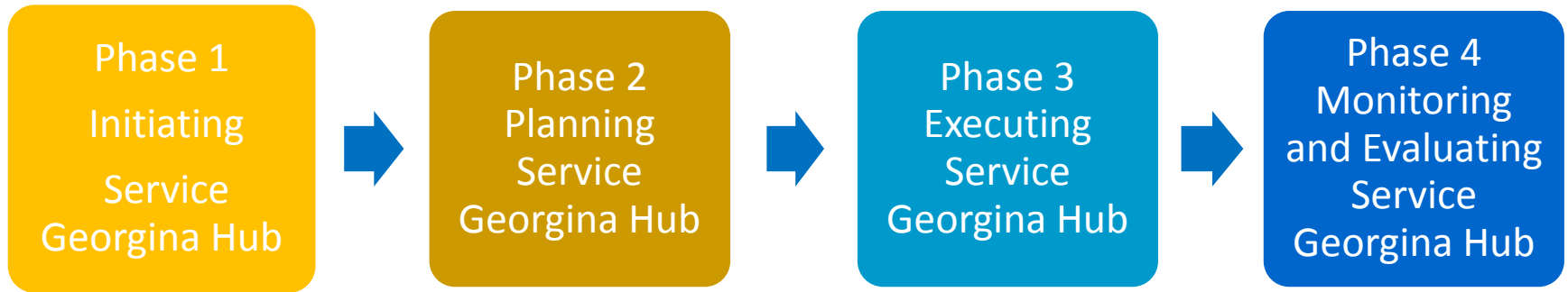
700 customers per week during high-peak times

1200 customers were provided service in one week during a tax due date (payment processing included))

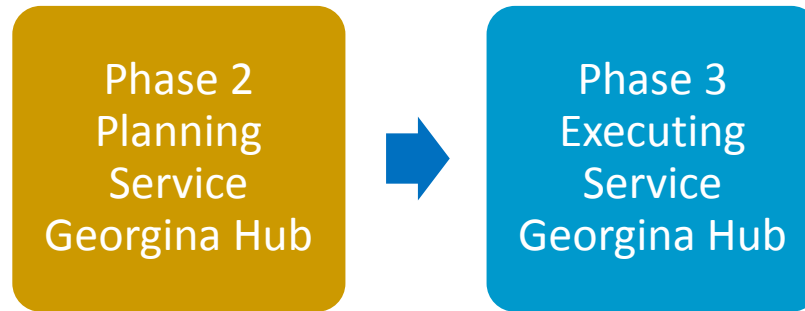
Operations and Infrastructure Department (Summer to Fall Reporting)

- 131 average overall Road Division calls per week
- 44 average overall Waste Management Division calls per week
- 23 average overall Water/Waste Water Division calls per week





ENTERING PHASE 3



GEORGINA

SERVICE GEORGINA HUB IMPLEMENTATION PHASES

WE ARE **HERE:**

Report Audits and Improve

Customer Service Hub Construction/Implementation

Customer Services Associate Training and Development

Create Contingency Plan During Hub Construction

Design and Development of Communication Plan, Processes, Policies and Standards

Budget Approval for Customer Service Hub

Design, Development and Costing of Customer Service Hub

Analyze Results and Select Best Practices and Strategy

Analysis and Data Gathering Phase

Customer Service Hub Development and Initiation Phase

CHALLENGES

- Building and Space
- Level of commitment from all levels of Staff to ensure *Goal 4 of Council's Strategic Plan – Provide Exceptional Municipal Service: Organizational and Operational Excellence*
- Process and Procedure Extraction



GEORGINA

Next Steps

- Identify and Create Customer Service Associate Job Position
- Develop and implement Communication Plan (Associates, Staff, Management and Council)
- Realignment of front line staff from the Recreation Department and Operations & Infrastructure Department
- Extract, standardize and document all processes and procedures migrating into the Customer Service Hub.
- Cross train Customer Service Associates
- Rename Administrative Services Department to ***Corporate Services Department*** and Tax and Revenue Division to ***Corporate Revenue and Customer Service***.
- Meet with ITS and Facilities Supervisor to finalize design of space and confirm infrastructure needs within proposed space with a phased progression approach.
- Review accommodation of ACTIVENET, CRM and PSR software.
- Web based portal implementation

Implementation: Spring 2017

Target date: May 2017

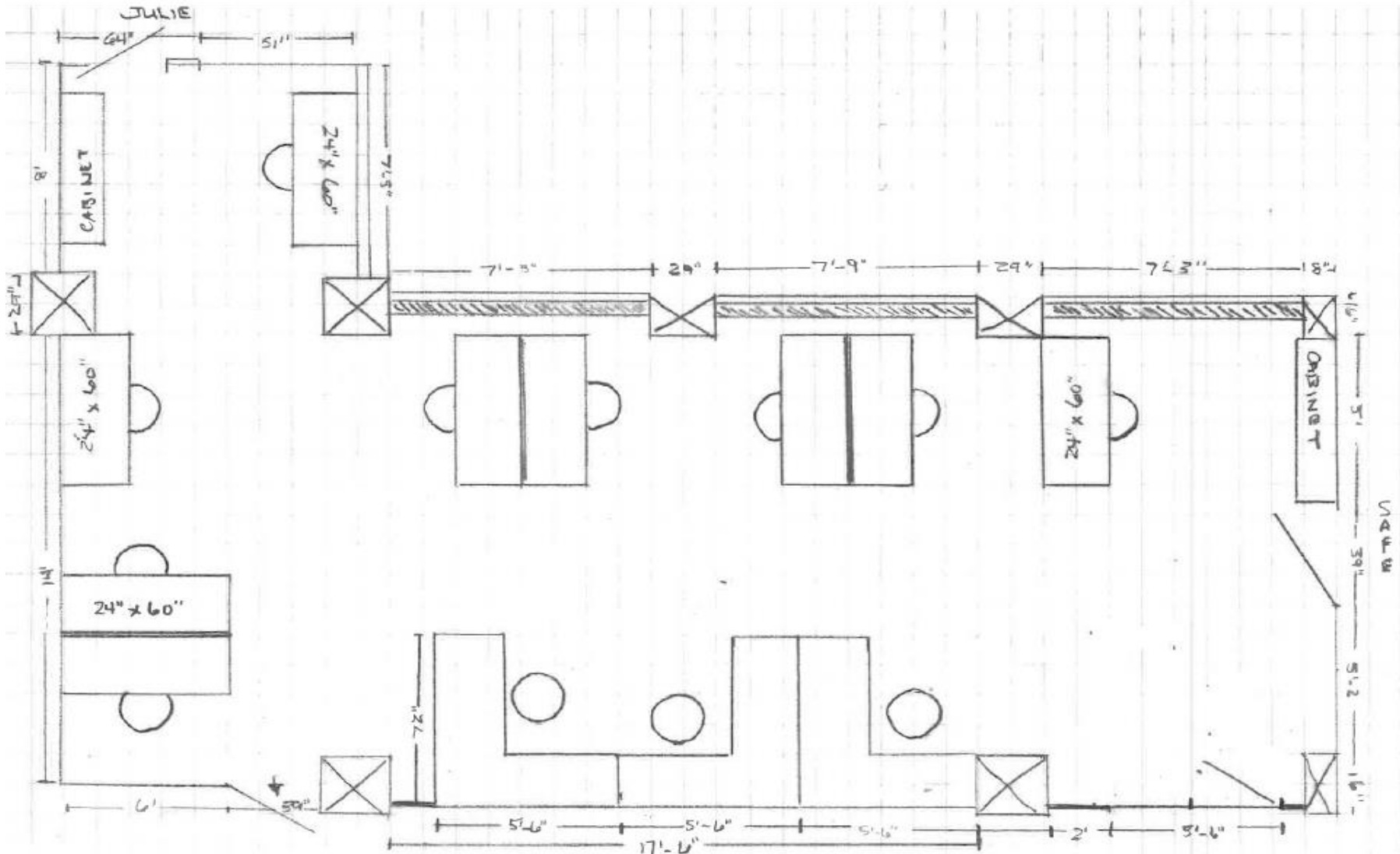
- Cross train all staff in Customer Service Hub and transfer general inquires and public service requests relating to Water/Waste Water, Roads, Waste Management and Parks and Facilities.

Target Date: June 2017

- Cross train all staff in Customer Service Hub and transfer general inquires and public service requests relating to Program Registration and Facility Bookings.



Customer Service Hub Floor Layout



THANK YOU