



**Subject: Customer Service Survey Results**

**Report Number:** CS 24-095

Department: Corporate Services Department

Submitted by: Tanya Daniels, Director of Corporate Services / Clerk

Meeting Type: Council Meeting

Meeting Date: Monday, August 12, 2024

**RECOMMENDATION**

THAT report CS 24-095 titled “Customer Service Survey Results” be received as information.

**BACKGROUND**

The Town of Tillsonburg Community Strategic Plan includes, as a goal area that will guide our operations, Customer Service, Communication and Engagement. Within this goal area, there are several strategic directions and priority projects that are linked and include the need for participation from all service areas of the organization.

The establishment of the Customer Service Working Group (CSWG) occurred in late 2023 as a way to bring together the various branches of the organization to collaborate on initiatives that would move the strategic goal forward. The team completed a variety of training and learning meetings to aid in the establishment goals and objectives for the working group. The four major goals of 2023/2024 were:

- Complete an inventory of external customer servicing locations
- Audit of various Customer Service channels
- Complete a Customer Service Experience Survey
- Create a Tillsonburg Customer Service Training Program

As listed above, one major deliverable for the group was to create and launch a Customer Service Experience Survey. The survey was released May 6<sup>th</sup> to May 27<sup>th</sup> and provided opportunity to collect a variety of feedback from Tillsonburg customers.

**DISCUSSION**

Attached to this report is the fulsome presentation that overviews the results of the survey.

In summary, the following themes were present:

## CS 24-095 2024 Customer Service Survey Results

- Customers are using a variety of digital options to communicate with the Town but do want to maintain live phone and in-person interaction options.
- Town staff are respectful and courteous and overall strive to have successful customer interactions.
- The Town Website and Tillsonburg App, while good options for self-service, do need maintenance and continuous monitoring in order to improve searchability, data accuracy and pro-active communication availability.
- Creation of FAQ's or summary sheets for projects, By-Laws, or Town processes may aid in the community understanding of the operations and roles of the Municipality.

In order to routinely reflect on the Town's ability to align with customer's expectations, it is recommended to complete a survey again after reflection and action from this survey have been actioned (aprox. every 2 years).

### **CONSULTATION**

The survey had 238 respondents that participated.

The CSWG reviewed all responses and created a summary presentation around the themes and areas of reflection.

The Managers group, at their July 17<sup>th</sup> meeting, reviewed the presentation.

### **FINANCIAL IMPACT/FUNDING SOURCE**

No direct financial impact related to this report.

### **CORPORATE GOALS**

- Lifestyle and amenities
- Customer service, communication and engagement
- Business attraction, retention and expansion
- Community growth
- Connectivity and transportation
- Not Applicable

Does this report relate to a specific strategic direction or project identified in the Community Strategic Plan? Please indicate section number and/or any priority projects identified in the plan.

## CS 24-095 2024 Customer Service Survey Results

**Goal** – The Town of Tillsonburg will strive for excellence and accountability in government, providing effective and efficient services, information, and opportunities to shape municipal initiatives.

**Strategic Direction** – Continue to develop digital service delivery while maintaining counter and telephone channels; Engage community groups, including advisory committees and service organizations, in shaping municipal initiatives; Enhance employee engagement and training as the foundation for exceptional customer service.

**Priority Project** – *Ongoing Projects* - Continued roll-out of enterprise-wide workflow management; *Immediate Projects* - Consolidated Town Hall initiative; Navigation improvements on municipal website; Mobile application for reporting and service requests; Consolidated customer service count.

### **ATTACHMENTS**

Appendix A – Customer Service Survey – Response Presentation