



2024 Customer Service Survey

Customer Service Working Group

**Tillsonburg**
CONNECTED. ENRICHED. INSPIRED.



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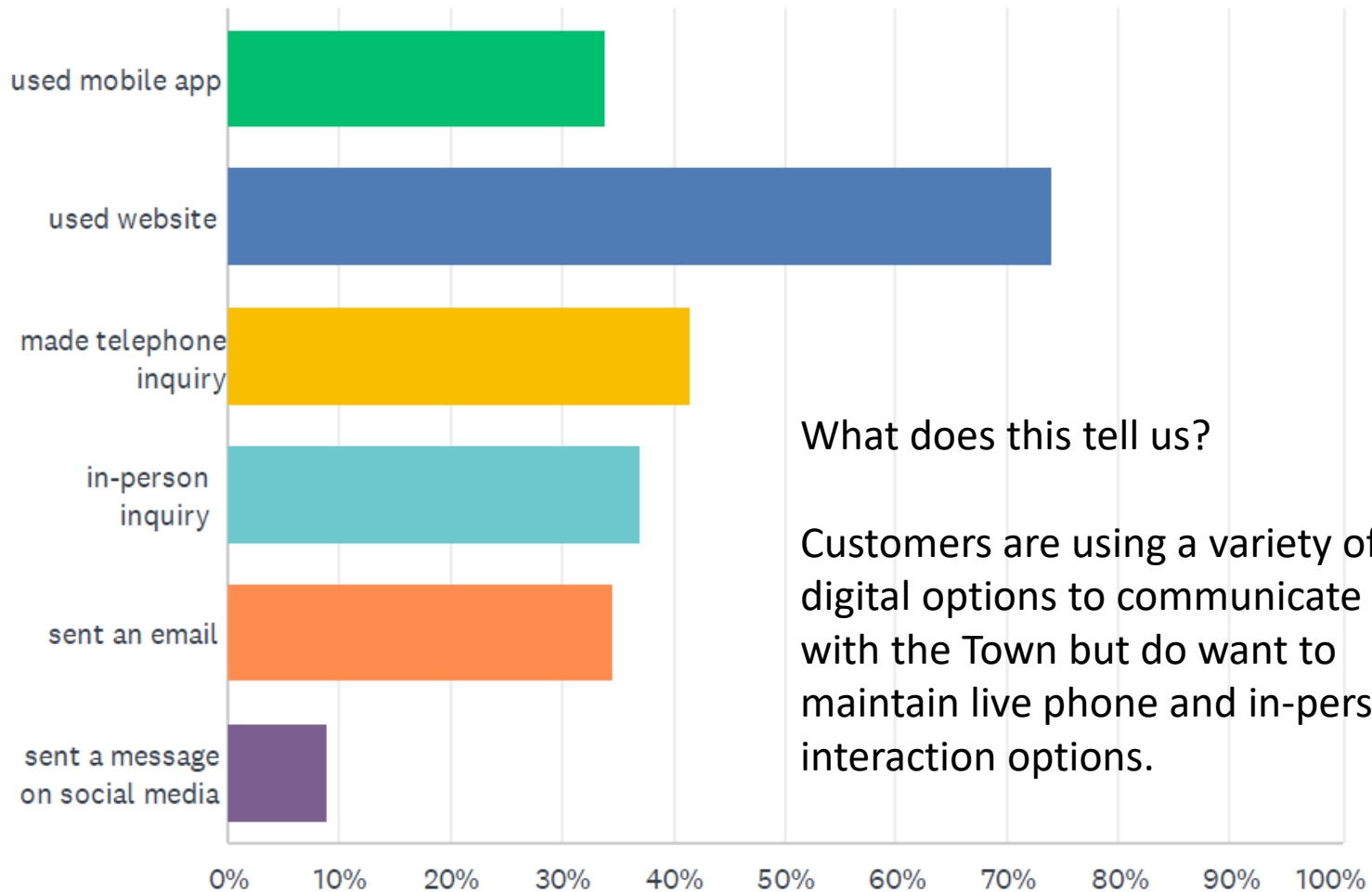
Tanya Daniels


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Survey Overview

- Posted for 3 weeks – May 6 – May 27
- 238 Respondents
 - Average age of respondents – 70% = 45+
 - 84% live in Tillsonburg (remainder work/play)
- Department interactions included a wide range of areas with the majority identifying Customer Service Centre as #1. By-Law and Building being #2.
- Some respondents did skip questions but overall all questions had a medium rate of response.
- 3 x \$30 gift cards awarded for participation.

How do Customers Interact with the Town



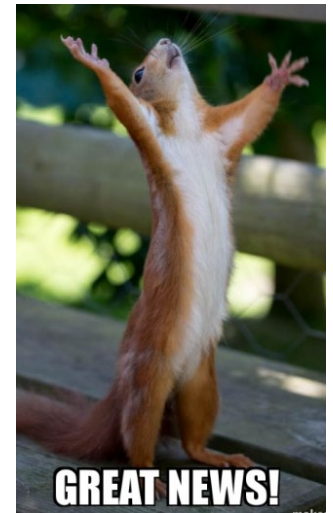
What does this tell us?

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.

Effectiveness of Town – Communication

A variety of questions were posed relative to effectiveness of communication:

Area	Combined Results
Timely Responses	71% Strongly agree / Agree 10% Strongly disagree / Disagree
Clear and Helpful Responses	79% Strongly agree / Agree 12% Strongly disagree / Disagree
Effective in addressing concern	61% Strongly agree / Agree 15% Strongly disagree / Disagree
Knowledgeable and Helpful Response	78% Strongly agree / Agree 7% Strongly disagree / Disagree
Respectful and courteous Response	81% Strongly agree / Agree 5% Strongly disagree / Disagree
Communicates effectively	73% Strongly agree / Agree 16% Strongly disagree / Disagree



It is important to note the third highest response was Not Sure / No Experience on all questions.

(Choices were: Strongly Agree, Agree, Not sure/No Experience, Disagree, Strongly Disagree)

What does this tell us ...

- Results are a good indication that Town Staff care about good customer service.
- Broad range of interaction was reported.
- Effectiveness in answering concern/question - 15% disagree/strong agree may be an acceptable threshold without context (was it unsolvable, not a Town issue).
- Survey responses have a theme of desire for a live agent (first point either by phone or in-person) and the ability to self-serve via our website/app.

Customer Comments on Digital Channels

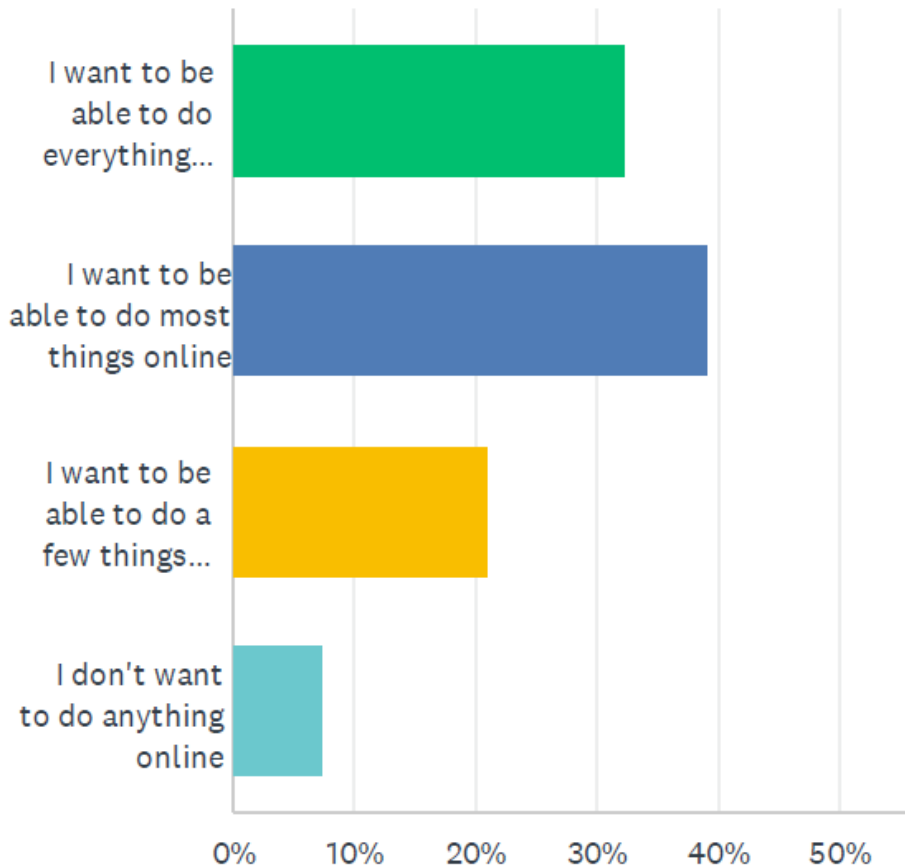
Effectiveness of tool/service

- 70% Strongly agree / Agree
- 19% Not Sure / No Experience
- 11% Strongly disagree / Disagree

Ease of interacting online

Excellent - I can easily access ALL the information/services I need	13.98%
Very Good - I can easily access MOST of the information/services I need	32.26%
Good - I can find SOME of the information/services I need	23.66%
Needs Improvement - I struggle to find the information/services I need	16.67%
No Opinion/No Experience	13.44%

Customer's Desires for Digital Interaction



What does this tell us ...

- Customers want digital options along side in-person options.
- Website and Tillsonburg app need updating and a maintenance plan to be more effective.

Challenges faced by Customers

ANSWER CHOICES	RESPONSES
I don't experience any challenges	49.14%
unfriendly or unhelpful attitude from staff	5.14%
inconvenient or limited hours	16.00%
unclear or unavailable information	21.14%
confusing or inconsistent processes	17.71%
long delays or lack of response	7.43%
Other (please specify)	10.29%

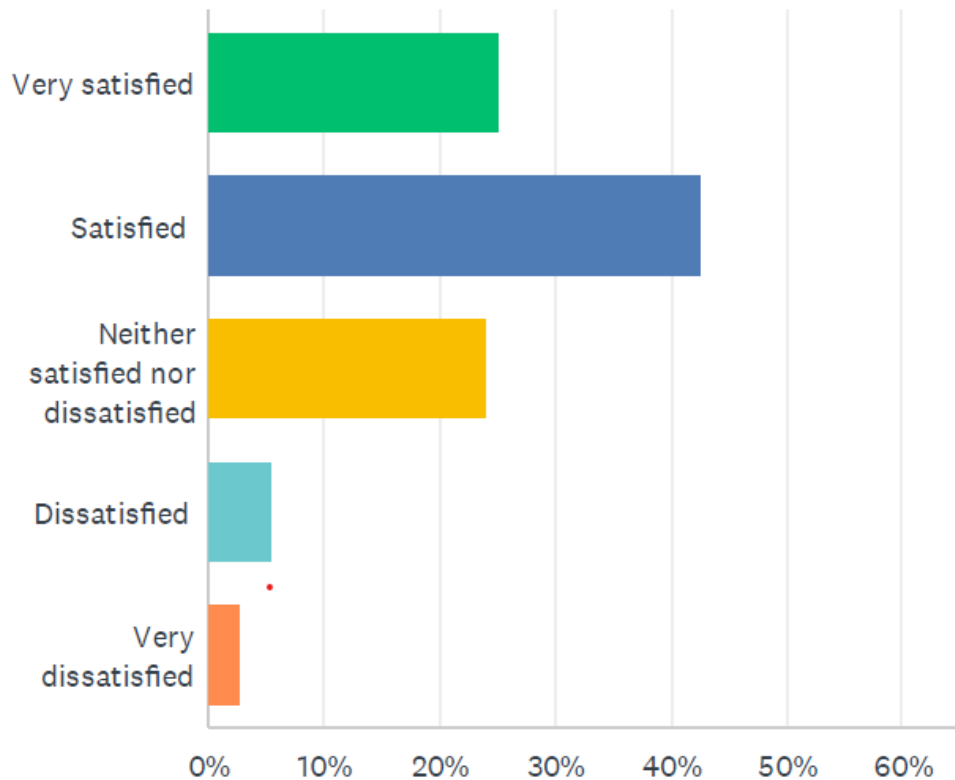
“Other” Feedback Summary

- Organization of website – navigation issues
- Interpretation of Town By-Law's

What does this tell us ...

- Nearly 50% of respondents have experienced no challenges when interacting with the Town.
- Improvements to the Website and Tillsonburg App could lower the respondents that found insufficient information.
- When writing content for public consumption, the Town may want to consider the level of language being written to ensure a broader understanding (i.e. Grade 5 standard).

Customer Satisfaction



Overall health of what we are doing is great!



What matters to our Customers

ANSWER CHOICES	RESPONSES
Speed of initial response	21.59%
Speed of issue resolution	40.91%
Receiving timely follow up/status updates	36.93%
Being able to talk to staff (i.e. phone or in person)	47.16%
Having technology that lets me do things on my own or at my convenience	19.32%
Having access to information that is easy to understand	20.45%
Ability to access all services from one location	13.64%
Other (please specify)	2.84%

“Other” Feedback Summary

- Issue understanding
- Consistency in Interpretation of Town By-Law’s

Standards in Response Times

Method	Summary of Results
Voicemail	35% Same business day 39% Next business day 22% Within 2 business days 4% Within 3-5 business days
Email	29% Same business day 43% Next business day 20% Within 2 business days 6% Within 3-5 business days 2% Don't use email

What does this tell us ...

- Over 70% of Customers expect responses to be returned within 24 hours.
- Complaint policy service standard has 5 Business days to respond (minimum of acknowledgement).
- MESH/Report a problem has an auto response with no response time indicated.

Comment Feedback Summary

- Issue understanding
- Consistency in Interpretation of Town By-Law's

What Customers think we should START doing

80 Responses were submitted.

In general, here are areas that Staff could impact:

- Increase pro-active communication;
- Improve the websites:
 - ability to search website for service area and names of staff;
 - data accuracy and availability of current information;
 - listing of scheduled events and programs;
- Improve on response times; and
- [Many Comments] Keep up the good work!

What Customers think we should STOP doing

54 Responses were submitted.

In general, here are areas that Staff could impact:

- Charging a fee for Credit Card payments;
- Incomplete or partial information on Website;
- Transferring to voicemail (want live agent);
- Changes to neighbourhood without neighbourhood consultation; and
- [Many Comments] Nothing – Staff are amazing



Questions or Comments?