

# Customer Service Issues & Principles

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Finance and Administration Committee  
Meeting of April 17th, 2018

# Purpose

- Follow-up to report from January 23
- Share issues & principles identified as priority to enhance customer service culture
- Share next steps related to customer service strategy development

# Research Sources

- Internal employee feedback surveys
- 2016 Citizen Survey results
- 311 data
- Best practice review
- 7<sup>th</sup> Citizens First report from ICCS

# Customer Service Issues

1. Policies, standards and workflow
2. Service consistency
3. Training and development
4. Technology support
5. Role of the 311 call centre

# Customer Service Principles

- Seven principles were determined based on the issues identified and on municipal best practices
- Will be used in the development of the customer service strategy in order to address the issues identified
- All of the principles are interconnected

Principle 1: We have agreed upon standards for customer service.



Principle 2: We recruit, train and empower employees to provide great customer service and recognize those who go the extra mile.



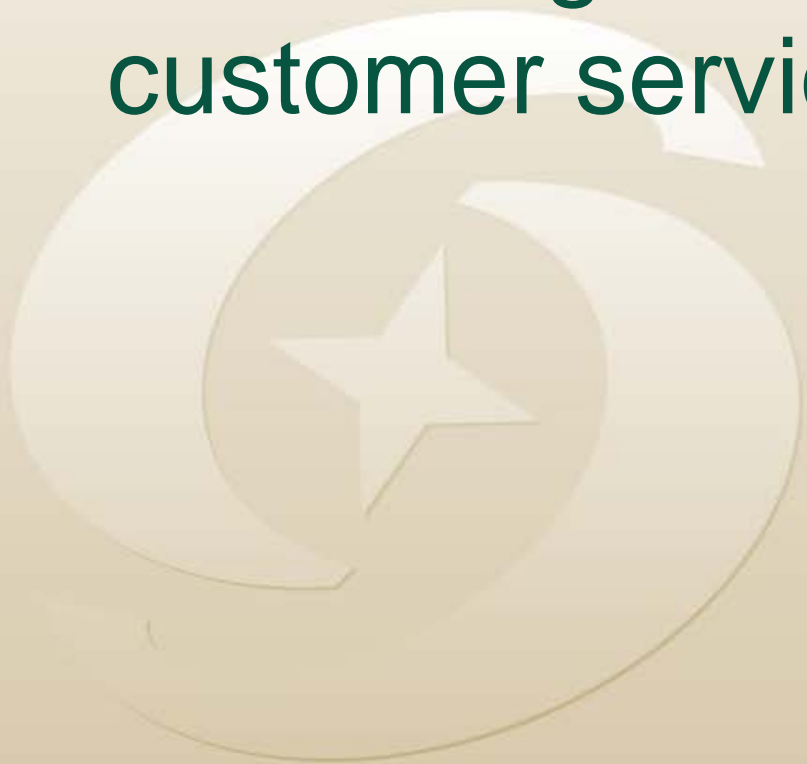
Principle 3: We resolve issues on a first contact basis wherever possible.



Principle 4: Our staff are knowledgeable and consistently have the information they need to provide the right answer.



Principle 5: We are committed to measuring and improving our customer service performance.



Principle 6: We use technology to effectively leverage customer service opportunities and address customer service needs.



Principle 7: A positive customer service culture is part of the City of Greater Sudbury brand



# Next Steps

- Principles described form the basis for the development of an enterprise-wide customer service strategy
- Steering committee established & work is underway
- ACR replacement & customer service work are being aligned to ensure proper technology is in place
- Regular updates to Council will continue through 2018