

Integrated Customer Service Modernization Strategy Update

CSC - September 15, 2021

Agenda

1. Background
2. Service Modernization 2019-2022 Strategic Plan
3. Iterative Approach
4. Consolidated Customer Service at HQ
5. Improving Customer Experience
6. Next steps



Background

- Improving customer service and access to Region services – Council priority
- 2015 strategic plan included looking at an integrated customer service model to resolve:
 - A lack of consistency with customer service across the different departments;
 - Multiple and disconnected access channels (in-person, over 100 telephone numbers, email, and social media accounts);
 - Issues with wayfinding at Headquarters, and also the different service desks at other locations;
 - And, no effective means of tracking answers or service quality.
- Council Strategic Priority 4: Sustainable and Engaging Government and Objective 4.1: High Quality, Efficient and Coordinated Core Services
- Integrated Customer Service Modernization Strategy adopted by Council in 2018
 - Customer-focused model with a “no wrong door” approach
 - Leverages technology to provide easier and convenient access to Region services
 - Consolidation of customer services across the different departments
- Importance of a multi-platform access

Service Modernization 2019-2022 Strategic Plan

Vision:

To foster a citizen focused approach to service innovation and integration that enables operational efficiencies.

Mission:

To maintain an iterative approach to the implementation of technology that embraces customer-focused, data-driven, efficient, and inclusive principles.

Goals:

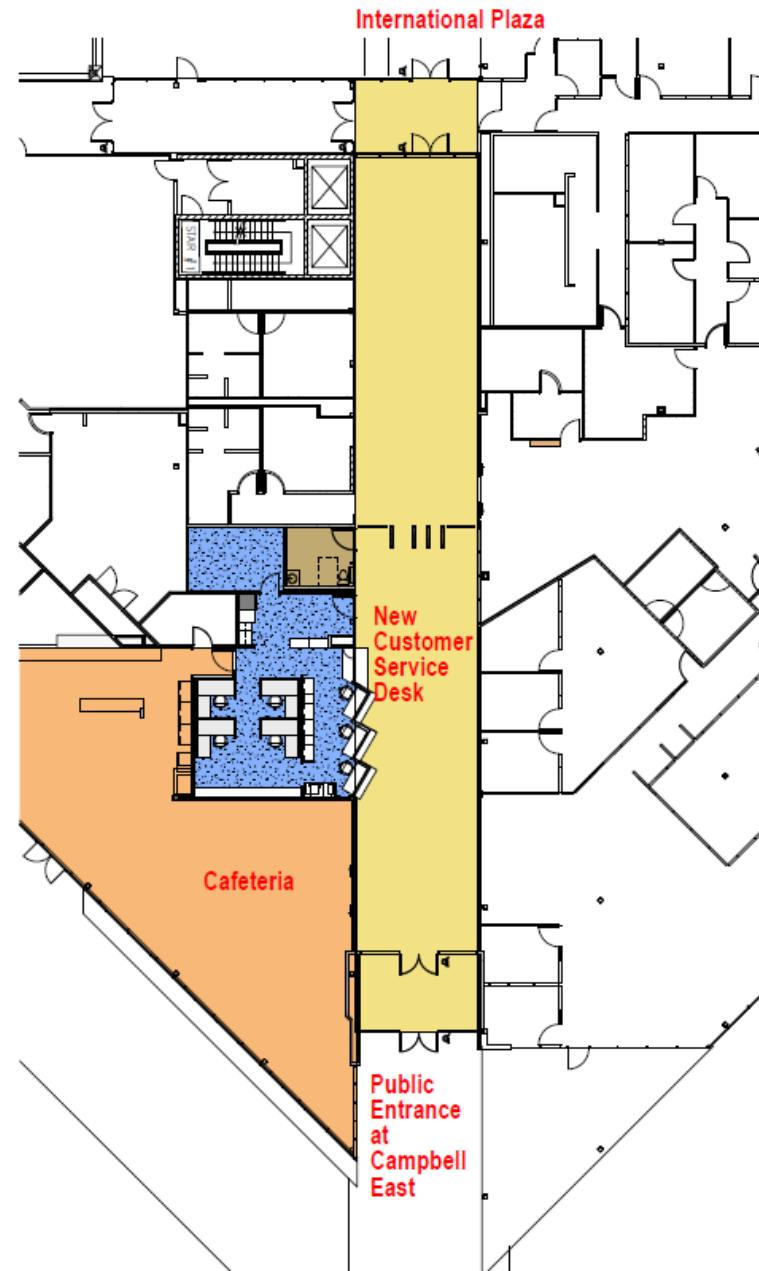
- Customer Focused
- Data Driven Decision Making
- Modernizing the Service Experience
- Inclusive Collaboration and Partnership



Iterative Approach

- Iterative approach with numerous small-scale pilot projects
- Multi – department effort
- Improvements to customer service:
 - The consolidation of incoming telephone lines (where possible)
 - The use of call centre software
 - One after-hours service line (Transportation Dispatch Team)
 - The use of service transaction trackers and knowledgebase software
 - The launch of Web Based Chat for Public Health and Community Services
 - Making public access Wifi available at several regional facilities
 - Cross training for customer service staff
 - Increased wayfinding at Headquarters

Consolidation of Customer Service at HQ



New Customer Service Desk

Single Point of Public Access



Improving Customer Experience

- [Confluence Knowledge Base](#) - a shared digital knowledge base with over 800 articles about Region services
- Language translation services
- One incoming customer service line:
 - Higher call volumes
 - Short wait times and minimal dropped calls
 - Consistent call management
 - Tracks call line KPIs
 - Data driven decisions
- 1st Tier COVID Call Centre:
 - Average of 350 calls daily with peak call volumes of 700 calls
 - Less than a 2-minute average wait time
 - 2% rate of abandoned calls

Garbage, Recycling, & Organics Curbside Collection



Created by Trish Cardwell (Unlicensed)

Last updated: Jun 21, 2021 by Vanessa Bacon • 1 min read • 23 people viewed

General Information

- Every other week garbage collection
- Every week recycling and organics (including leaf & yard material)
- 2 Waste Collection Areas:
 - **Miller Waste Systems** collects:
 - Fort Erie, Niagara-on-the-Lake, Niagara Falls, St. Catharines, Port Colborne and Welland
 - **Green for Life (GFL) Environmental Inc.** collects:
 - Grimsby, Lincoln, Pelham, Thorold, Wainfleet and West Lincoln

Resources

[Waste Collection Schedule](#)

[Collection Services for Large Apartments and Condos \(7 units or more\)](#)

[Collection Complaints](#)

Subject Matter Expert:

Waste Info Line, Ext. **2500**

Monday to Friday, 8 a.m. - 5 p.m..

(including all Stat Holidays but Christmas and New Year's Day)

Direct Dial: 905 356-4141 / Toll-free: 1-800-594-5542

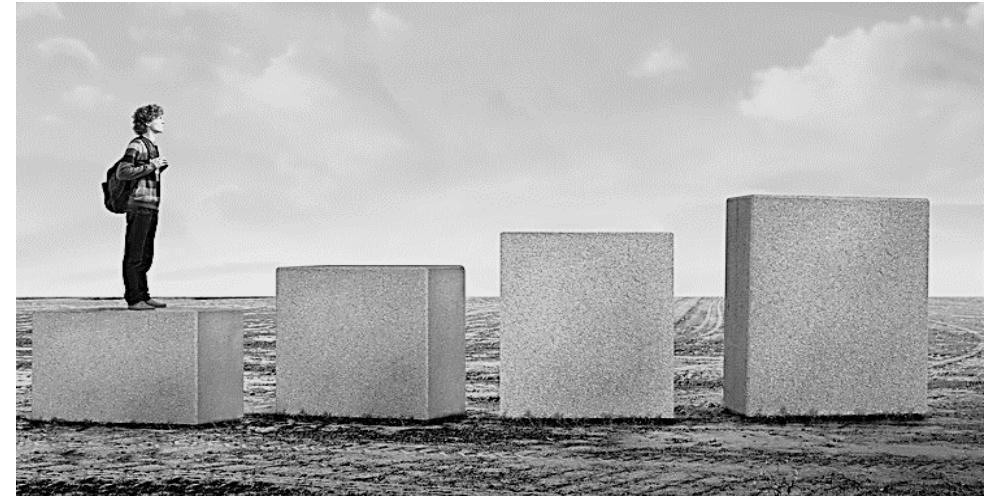
WASTE BY-LAW COMPLAINTS: Charlotte Edsall 3202 or Sandy Sawatzky-Upper 3364

They enter it into City View and send to Waste By-Law Enforcement

Next Steps

Short Term:

- Expand Knowledgebase and content users
- Expand the variety of first tier services
- Manage room bookings and events
- Launch digital platforms:
 - Add online Chat function
 - Webpage content updates
 - Email question submissions
- Add Point of Sale at Customer Service Desk
- Corporate Customer Service Policy and Policies
- Explore synergies with other departments
- Branding for the Customer Service desk



- Customer Relationship Management software
- Regional Website Customer Service content management
- Expanded hours of coverage
- Engagement with LAMS

Questions

