

# 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:

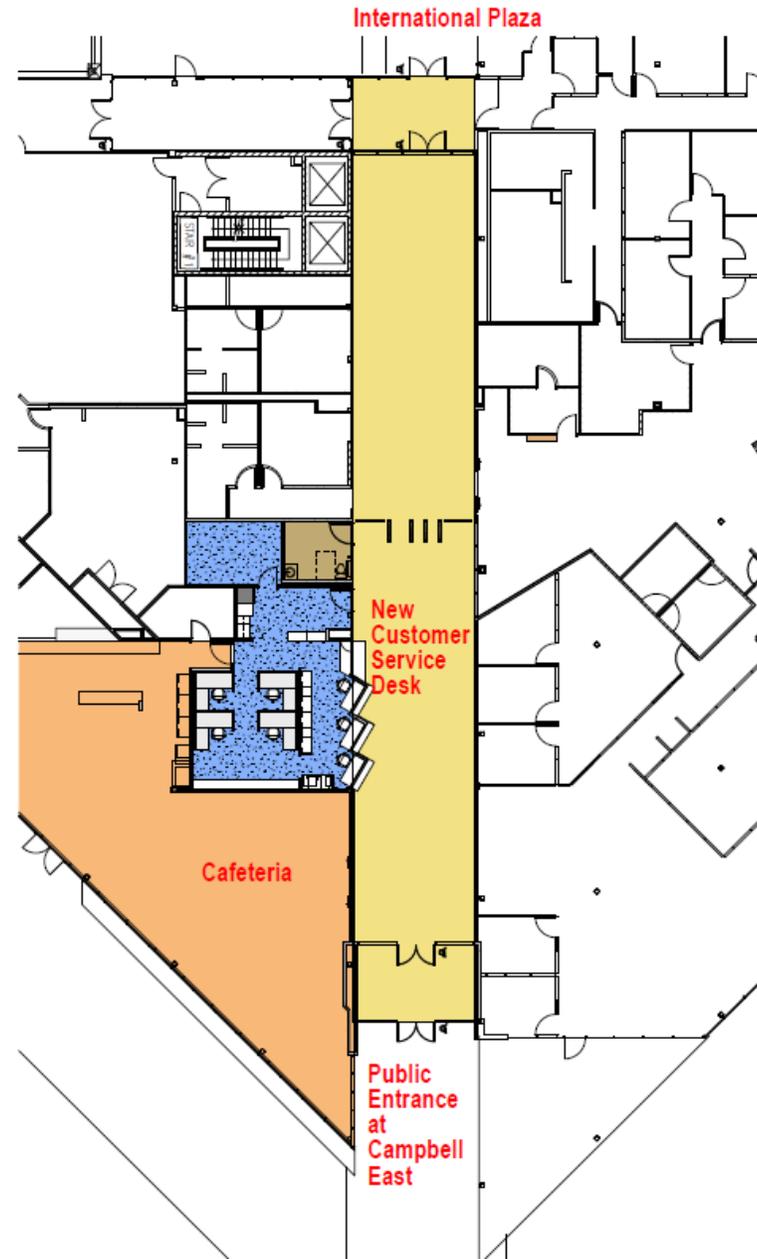
- Customer Focused
- Data Driven Decision Making
- Modernizing the Service Experience
- Inclusive Collaboration and Partnership



# 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



Access Control

Secondary Waiting Room

AV display

New doors to Cafeteria

3 Service Windows

Accessible Desk

Waiting Area

# 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

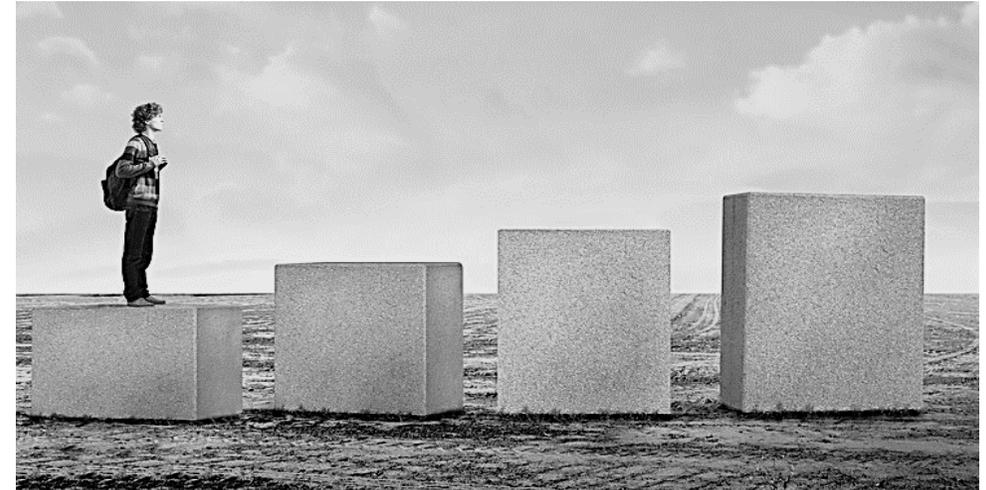
**WASTE BY-LAW COMPLAINTS: Charlotte Edsall 3202 or Sandy Sawatzky-Upper 3364**

**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

