



INFORMATION REPORT
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April 18, 2016

**COMMUNITY SERVICES – CUSTOMER SERVICES
INFORMATION REPORT # 2016 - 16**

TO: Mayor Van Bynen and Members of Council

SUBJECT: 2016 First Quarter Report - Customer Services Department

ORIGIN: Supervisor, Customer Service Centre
Supervisor, Customer Service Kiosks

In accordance with the Procedure By-law, any Member of Council may make a request to the Town Clerk that this Information Report be placed on an upcoming Committee of the Whole agenda for discussion.

COMMENTS

The purpose of this report is to provide Members of Council with the 2016 - first quarter trends and results by ward and town wide. The attached charts represent service requests as captured in our CRM system by either Customer Services staff or by staff in the Mayor and Councillors' offices.

Some of the highlights in the Customer Services department are as follows:

- Service requests, as a percentage of total calls, are increasing;
- Total annual call volumes are trending downward while counter, email and social media contacts are increasing year over year;
- Requests for parking enforcement are the highest type of service request across the whole Town of Newmarket for the first quarter, followed by property standards and bylaw infractions respectively.
- Wards 3 and 4 have significantly higher volumes of requests for Parking Enforcement than all other wards;
- With only 195 calls since January 1st, snow removal concerns have been their lowest since 2011.
- Enhanced Services transactions (i.e. tax payments, parking tickets payments, etc.) at the Magna and RTRC CS Kiosks continue to increase. During the 1st quarter of 2016 we have seen a 15% increase in the number of transactions compared to the first quarter of 2015.

- In addition to the core municipal services, customers are now able to purchase YRT tickets and passes at the Magna Centre CS Kiosk. This service has proven popular with over 800 transactions in 2015. We are on track to increase this amount by 40% in 2016. In January 2016, we collaborated with the Region of York to expand this service to include the acceptance of vouchers. Now recipients of discounted transit passes are able to take advantage of Magna's extended hours to utilize this service.
- We are currently working with the Region of York to introduce Presto services at the Magna Centre CS Kiosk. *Presto* is an electronic fare payment system, which allows riders to travel seamlessly across multiple transit agencies. We expect that that we will be able to start offering this service by the end of Q2, 2016.

In addition to these 1st quarter trends, the Customer Service supervisors and the Corporate Learning specialist are developing Corporate Complaint Policy training program to be rolled out to all front line staff in Q2 2016. In addition to this training they are also developing an all-encompassing customer service training program to be delivered to Town of Newmarket staff and possibly the N6 municipalities as a revenue project.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

Tracking and reporting on trends and customer feedback supports the Town's strategic directions of being Well-Equipped and Managed by demonstrating Service Excellence.

CONSULTATION

Not applicable to this report.

HUMAN RESOURCE CONSIDERATIONS

Not applicable to this report.

BUDGET IMPACT


None

CONTACT

For more information on this report contact: Jamie Boyle (jboyle@newmarket.ca or extension 2254) or Hayley Fryer (hfryer@newmarket.ca or extension 2706) or Bonnie Munslow (bmunslow@newmarket.ca or extension 2251).



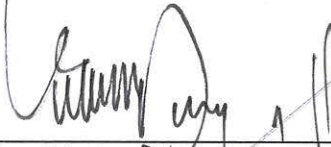
Hayley Fryer, Supervisor, Customer Service Kiosks



Jamie Boyle, Supervisor, Customer Service Centre



Bonnie G. Munslow, Manager, Customer Service



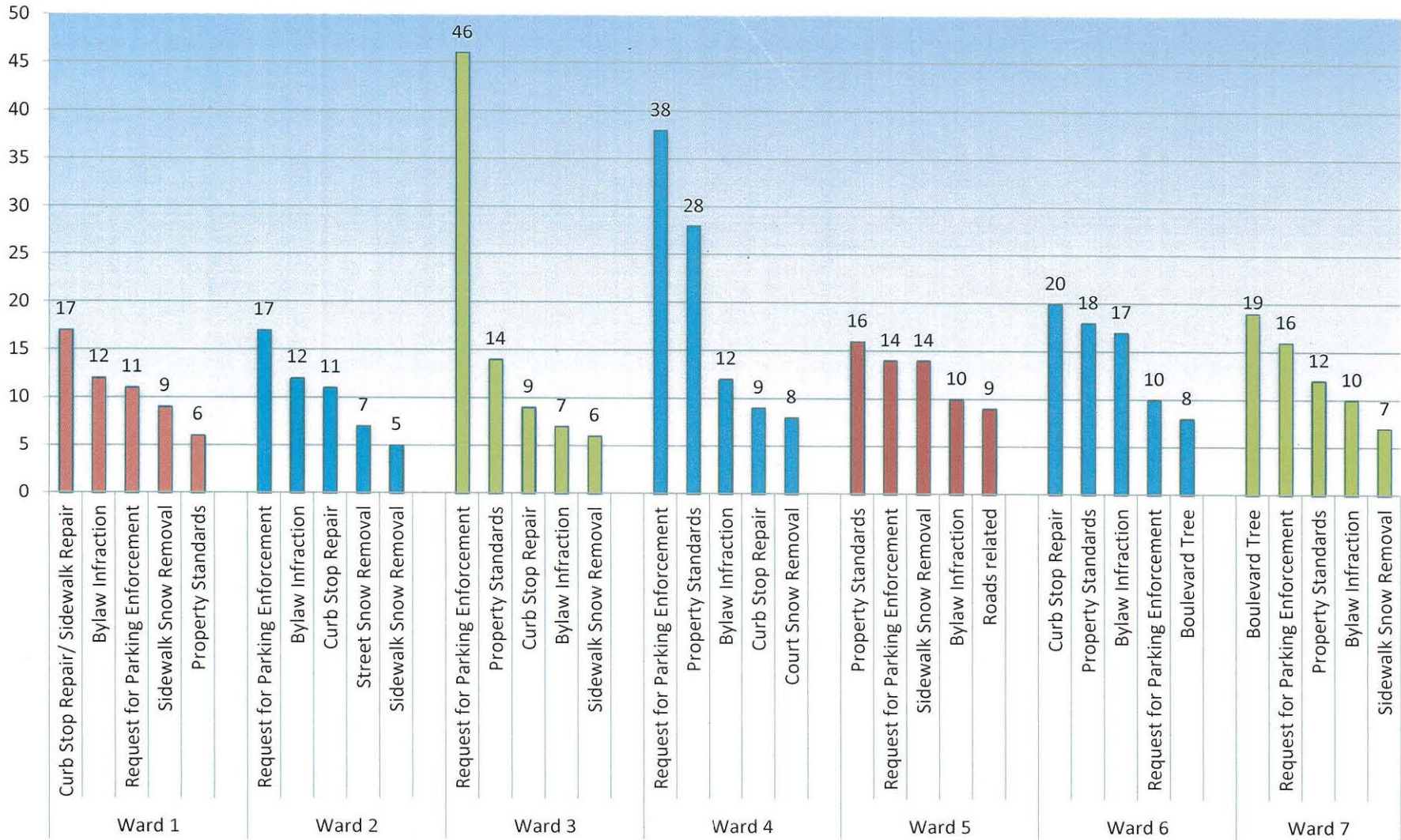
Ian McDougall, Commissioner, Community Services

JRB

Attachments:

- Q3 - Top 5 Service Requests by Ward
- Q3 - Top 5 Service Requests Town Wide

Top 5 Service Issues By Ward Jan 2016 - Mar 2016



Town Wide Top 5 Service Issues Jan 2016 - Mar 2016*

* As of March 31, 2016

