



Town of Newmarket
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Community Services - Customer Services Department Q3 Results Information Report to Council

Report Number: INFO-2020-35

Department(s): Customer Services

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Customer Service Kiosks

Distribution Date: October 27, 2020

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

Purpose

The purpose of this report is to provide Members of Council with the 2020 - third quarter trends and results by ward and town wide.

Background

The Customer Service Department provides Members of Council with the quarterly results which include volumes, trends, and highlights related to service delivery.

Discussion

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:

- The Town offices closed to all walk-in customers as of March 17, due to the pandemic. Since that time, Customer Service Centre staff continue to answer calls, emails, and social media requests. Some staff have been equipped to work remotely

and, with the help of IT Services, are able to answer calls and access the necessary software needed to conduct Town business.

- Requests for Town services are higher in Q3 2020 (2,689) than in Q3 2019 (2,427).
- Complaints related to Requests for Parking Enforcement (418) and Property Standards (245) remain the top 2 service requests from residents. Tree pruning ranked third highest at 100 for the quarter.
- Parking Enforcement issues are the highest service request across all but one ward in the third quarter.
- Customer Service fielded 2,579 COVID related inquiries and service requests in Q3
- The Top 5 COVID related inquiries for the last quarter were: Public Pool Openings (694), General Marriage Licence Information (532), Fitness Centre Re-Opening (341), Facility Information (176) and Parks (158).
- Construction is complete on a sliding window at the Customer Service Centre, which will assist in a higher issuance rate of marriage licences and commissioning documents. This will allow safe and distanced processing of these documents into the winter months. In August, the “urgent request” requirement was removed from licencing criteria and 61 marriage licences were issued in Q3. We expect that this number will continue to increase moving forward.
- The hours at the Customer Service Kiosks have been extended to support the re-opening of several amenities at the Magna Centre and CS Kiosk Associates are supporting clients through the new online reservation system. Kiosk Associates continue to back up the Customer Service Centre by taking payments for permits, licenses, tax certificates and waste items as well as answering email inquiries and voicemails. Kiosk Associates continue to answer calls to the Recreation Centres and process refunds as required.
- The Customer Service Centre Supervisor has taken on an additional role as Chief Positivity Officer to help support staff with any mental health challenges associated with the COVID related changes. His role is to motivate, maintain corporate culture, and keep staff in touch with work related campaigns.
- Since the onset of the pandemic, Customer Service and Recreation staff from the Seniors Meeting Place have been creating and circulating a well-received weekly newsletter to keep members engaged, informed and active. Members also still receive “check in” calls bi-weekly from volunteer members on the SMP Advisory Board.
- Processes have been streamlined to allow residents to access almost all services remotely. Single contact purchases such as waste stickers and bins are processed over the phone and delivered to the resident’s home. More complex processes such as permits and licenses are processed via email between the resident and overseeing department, and then payment is taken over the phone by Customer Service. Processes which require documents to be deputized in person such as marriage licenses and commissioning are processed onsite at the Customer Service Department through the new window.

- Customer Service Associates continue to work from home where appropriate. A limited number of staff are working onsite at the Customer Service Centre and Magna Centre Kiosk. These locations have been prepared with appropriate materials and protocols to ensure safety amongst staff and are ready to accommodate a soft re-opening plan once safe to do so.
- One of the supervisors from the Town of Newmarket Customer Service team is now leading the “Enhanced Customer Service training for the Public Sector” program via ZOOM. This program has been very well received and is available to all staff across the N6 municipalities. The course is considered ‘mandatory’ for Town of Newmarket staff and more than 125 participants have been certified to date.

Conclusion

Customer Service remains committed to providing Council with the most recent trends and statistics by ward and the Town of Newmarket as a whole. We continue to provide excellent service to residents and businesses in spite of the challenges we have encountered during the pandemic. With support from our colleagues from across the organization we have been able to ensure limited to no loss of access to services during these trying times.

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

Attachments

- Q3 - Top 5 Service Requests by Ward
- Q3 - Top 5 Service Requests Town Wide
- Q3 - Total COVID19 Contact Breakdown
- 2020 Service Levels vs Abandonment Rate
- 2020 Average Call Length

Contact

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

Approval

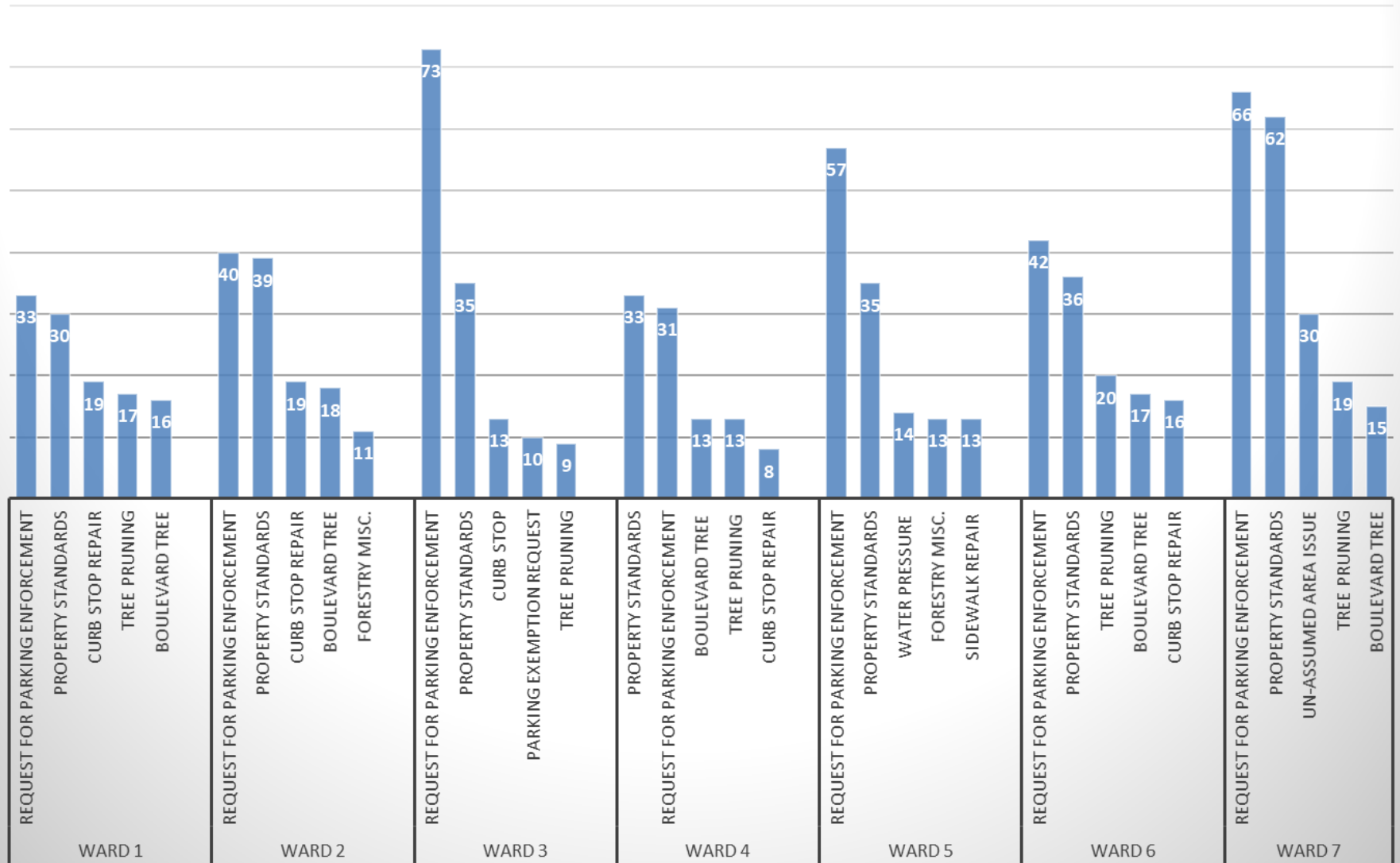
Hayley Fryer, Supervisor, Customer Service Centre

Jamie Boyle, Supervisor, Customer Service Kiosks

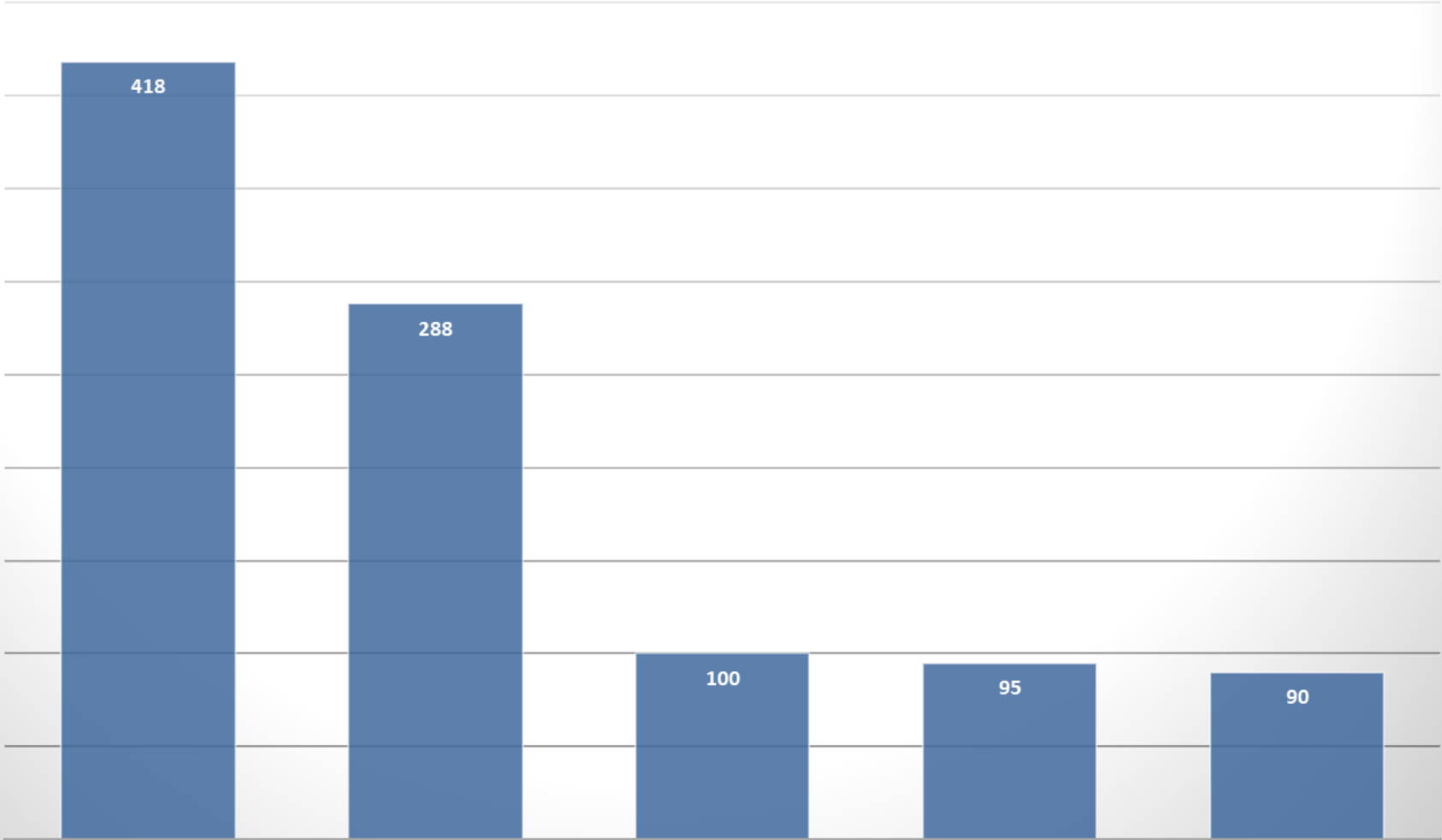
Bonnie Munslow, Manager, Corporate Customer Service

Ian McDougall, Commissioner, Community Services

Top 5 Service Issues By Ward July 1 - September 30, 2020



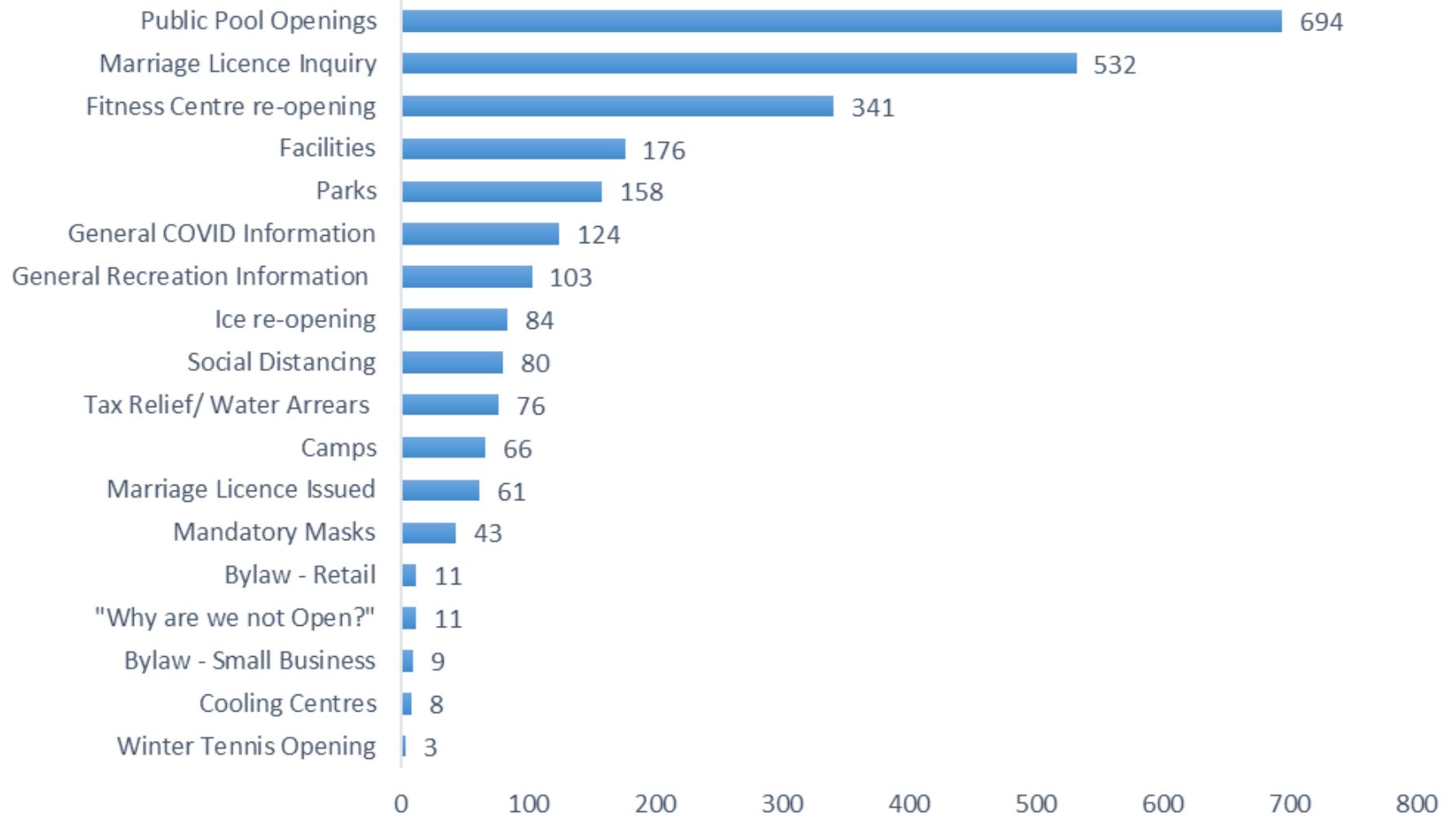
Town Wide Top 5 Service Issues July 1 - September 30, 2020



■ Town Wide

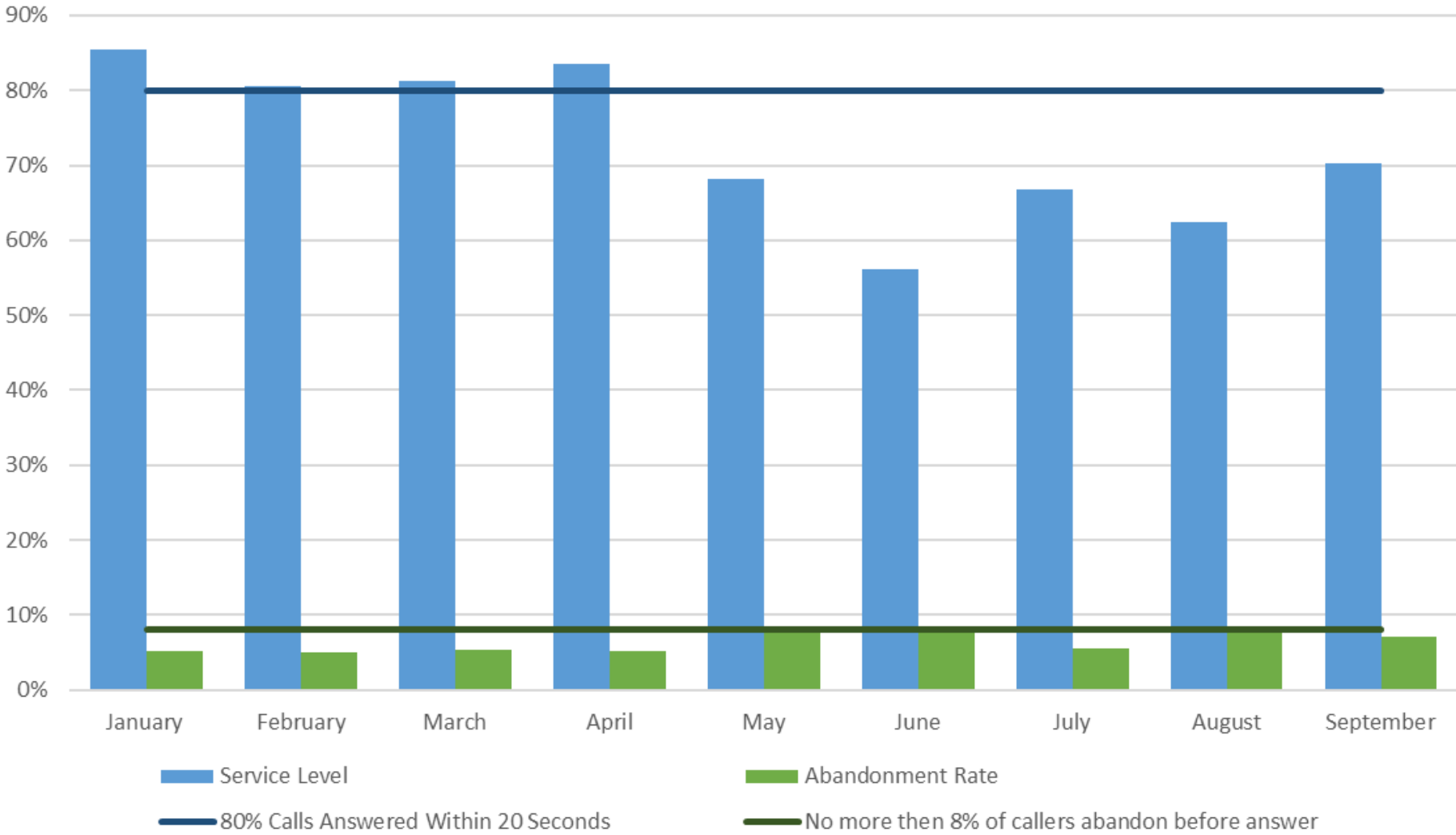
Request for Parking Enforcement	Property Standards	Tree Pruning	Curb Stop Repair	Boulevard Tree
418	288	100	95	90

COVID-19 Contact Breakdown July 1 - September 30, 2020



Telephone Service Levels vs. Abandonment Rates

Q1 - Q3, 2020



Average Call Length Q1 - Q3, 2020

