

# Customer Service The Contractor's Responsibilities

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## 2019-2027 Strategic Plan Priorities

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City of Greater Sudbury

# CUSTOMER SERVICE STRATEGY



2019-2022

RESPECT

EXCELLENCE

CONNECTION

SERVICE

## CUSTOMER SERVICE VISION

We foster and build a service-focused culture with empowered employees who know what to do, how to do it, and who go the extra mile to provide a positive customer experience. When citizens engage with the City, they receive consistent, timely, and solution-oriented service.

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## 7 Guiding Principles

1. Customer Service Standards
2. Recruit, train, empower and recognize employees
3. Resolve issues on a first contact basis where possible
4. Knowledgeable staff with the right information to provide answers



## 7 Guiding Principles

5. Measure and improve customer service performance
6. Use technology to leverage opportunities and issues
7. Positive customer service culture is part of the City's brand



## Customer Service Standards

- ▶ March 2019 - Customer Service Standards
- ▶ 2 days for telephone, email and callback requests submitted through 311.
- ▶ Simple inquiries could be resolved immediately, or provide an expected timeline for full resolution.
- ▶ Response standards are a minimum expectation under normal operations



## Other Initiatives

### ▶ October 2019

- ▶ Customer Service Feedback Program
- ▶ Extended 311 hours (7:30am - 6:00pm)



### ▶ January 2020

- ▶ Training program (Phase 1~550 employees)



## The Cost of Service

- ▶ Happy customers will tell 3 to 5 people
- ▶ Unhappy customers tell up to 30 people
- ▶ 85% of upset customers will not report their poor service to the organization
- ▶ 57% of residents rate the service they receive from their municipal government as good or very good



# Office Space - Video

<https://www.youtube.com/watch?v=hNuu9Cpdjlo>

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# The Goal is to *Humanize* the Public Experience

- ▶ Assume Positive Intent
- ▶ Suspend Judgements and Biases
- ▶ Treat residents with **RESPECT**



## What Can You Do?

- ▶ Make the worksite accessible to all
- ▶ Keep the worksite clean and free of garbage
- ▶ Claims - Simple and straightforward process
- ▶ Establish and maintain a Communication Protocol
- ▶ Keep the conversation going - tailgate sessions



# Meet the Parents - Video

<https://www.youtube.com/watch?v=v6FK2RmVgGE>



# Questions?

