

**Meeting Date:** June 2, 2025

**Department:** Economic Development and Community Engagement

**Report No.:** ED-2025-07

**Submitted by:** Heather Lalonde, Director of Economic Development and Community Development

**Approved by:** Rob Browning, Chief Administrative Officer

**SUBJECT:** Customer Service Strategy Development Update May 2025

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**RECOMMENDATION: THAT: Council receive Report 2025-07 Customer Service Strategy Development Update May 2025 for information.**

**BACKGROUND:**

In 2024, Council approved the Corporate Strategic plan that identified Customer Service as one of its Goals that outlined several tasks.

1. Development, implement and report on customer service response standards.
2. Complete the Service Delivery Review
3. Review and Upgrade the Municipal Website
4. Identify further opportunities for municipal leaders and officials to be accessible in the community.

In Q1 of 2025, Council adopted the Service Delivery Review that also included several key areas for action.

1. Corporate Culture
2. Enhancing Capabilities for Future-Ready Leadership
3. Focus on Critical Infrastructure and Core Services
4. Customer Service and Community Engagement

**COMMENTS:**

Since that time, “The Connection Crew” has been established to create a Customer Service Strategy. The Crew is comprised of cross departmental staff who can address their areas of expertise and the services offered both internally and externally. The goal of the team is to establish customer service standards that are tied to location, technology and training.

The first part of the exercise was to hold consultations with Council, Stakeholders and Staff to identify priorities, gaps and what tools would be necessary to achieve excellence in Customer Service.

Five consultation sessions have taken place with some common themes emerging from the exercise.

1. A requirement for customer services standards.
2. Technology will play a major role enhancing customer services resulting in more accessibility to municipal information.
3. Training for staff to enhance consistent customer experiences.
4. Development of a Service Catalogue with process mapping for customer service should be undertaken to identify paths of action for responses to enquiries.

Currently underway is a best practice review through consultations and reviews of Ontario communities as well as technology reviews. The Connection Crew is in the process of creating the strategy document.

**CONSULTATION:**

Rob Browning, CAO

**ALTERNATIVE(S) TO THE RECOMMENDATION:**

1. (Alternative, if any)
2. Council to provide alternate direction.

**ATTACHMENTS:**

**NONE**