



TOWN OF
HALTON HILLS
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MEMORANDUM

TO: Mayor Bonnette and Members of Council

FROM: Susan Silver, Senior Advisor, Strategic Initiatives

DATE: June 13, 2022

MEMO NO.: ADMIN-2022-0010

SUBJECT: Service Delivery Review and Customer Service Strategy Project

PURPOSE OF THE MEMORANDUM:

This memorandum provides information regarding the Service Delivery Review and Customer Service Strategy Project.

BACKGROUND:

The Town of Halton Hills received funding under Intake 3 of the Municipal Modernization Program and in early 2022 entered into a Transfer Payment Agreement with the Province ([REPORT NO. ADMIN-2022-0010](#)). The funding was awarded under the review stream which provides for engagement with a third-party consultant.

COMMENTS:

An RFP was issued in early April and ten proposals were received. The CAO approved the award of the project to Customer Service Professionals Network Inc (CSPN) and they were notified of award at the end of May.

The areas of study for this project include:

- Consolidation of service inquiries/requests to decrease customer points of contact and increase customer satisfaction;
- Deployment of enabling technologies such as CRM (Customer Relationship Management);

- Focus on digital systems with an expansion of online services to meet the needs of a more diverse and growing population;
- Implementation of a call and service quality managed environment to assess how well a service has been delivered, so as to improve its quality in the future, identify problems and correct them to increase customer satisfaction;
- Ensure strategic decision-making related to expansion of facilities and delivery of customer services; and
- Recommendation of actions to implement a customer service strategy which address culture, service standards, policies, measurement, and performance, and staffing and training.

CSPN will conduct research prior to the election period through a public survey and focus groups to perform qualitative analysis with the intent to build an understanding of external customer perspectives on satisfaction levels, expectations, needs, and challenges. These insights will be used to further analyze and validate what is found during the service delivery review as well as support the design of customer service strategy recommendations.

CONCLUSION:

As part of the Service Delivery and Customer Service Strategy project, customer groups will be surveyed or invited to participate in focus groups. Council members may also be interviewed or asked to provide input.

Reviewed and approved by,

Chris Mills, Chief Administrative Officer