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Customer Service Department 2022 Q1 Results Information Report to Council

Report Number: INFO-2022-14

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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

This report provides Members of Council with the highlights, overall results, and trends for the first quarter of 2022 for the Customer Service Department.

Background

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

Discussion

The attached graphics represent service requests as captured in our CRM system by either Customer Service staff or by staff in the Mayor and Councillors' offices.

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

Overall Volumes and Trends

- The Customer Service Department (Kiosk and CSC) fielded over 28,000 calls, contacts and inquiries between January and March 2022
 - The highest volume of inquiries were related to recreation drop-in programming (3,528), tax inquiries (2,656), recreation registered programming (1,283), & Magna Centre inquiries (941) and Licensing inquiries (797).
- Total contacts continue to trend downward while the length of calls and complexity of each contact continues to trend upward.

- Q1 2022 calls offered to the Customer Service centre (8,197) is lower than calls offered in Q1 2021 (12,838)
- As a result of the re-openings to the Customer Service Centre, and Facilities kiosks, the overall volume of emails in the 1st Quarter decreased slightly: 1,769 in Q1 2022, compared to 2,067 email in Q1 2021. However, they were still higher than pre-pandemic numbers of 799 in Q1 2020;
- Length of each call continues to rise every quarter since the pandemic started. It is currently 4:08 seconds in Q1 2022 (4:06 per call in Q1 2021 vs. 2:16 minutes in Q1 2020)
- Request for Parking Enforcement (264) is still the highest type of service request across the whole Town of Newmarket in Q1, followed by Bylaw Infraction requests (190) and sidewalk snow removal service requests (101);
- Request for Parking Enforcement is the top service request in every ward;

Post- Pandemic Re-Openings

- CS Associates & Supervisors continue to answer calls, emails, and social media requests both remotely and in the office.
- A limited number of staff continue to work in the office to offer services that require on-site resources.
- Processes are continuously being evaluated and streamlined to ensure that all services are available in the most efficient manner for our residents. In addition to walk-in payments, payments are processed by credit card over the phone and paper-reliant processes have been modified and moved to electronic means where possible.
- 137 marriage licences were issued in Q1 to Newmarket and Non-Newmarket residents.
- Staff who are working in the office have been provided with appropriate materials and protocols to ensure safety; protocols have been adjusted as necessary in accordance with all Provincial guidelines or restrictions.
- In January 2022, the partnership with Seneca College's Public Administration and Government Relations Program grew. In addition to the 3-day virtual workshop and Municipal Service Delivery training we have normally done in the past, Seneca incorporated a "Work Integrated Project" course into their post-graduate curriculum. The partnership saw Town of Newmarket staff work with graduate students as 'Business Case Advisors'. These advisors provided tutelage, advice and guidance to students on real-life Town of Newmarket business cases. This course was developed and taught by Jamie Boyle.

Customer Service Supervisor, Jamie Boyle, has been leading the "Enhanced Customer Service training for the Public Sector" program virtually. 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 5 individual sessions are offered throughout 2022. Seventy-three staff and N6 participants completed the course in 2022 to date. Over 350 participants have successfully completed the program to date.

Conclusion

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

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

Q1 Volumes and Trends Graphics (3 Pages)

Contact

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

Approval

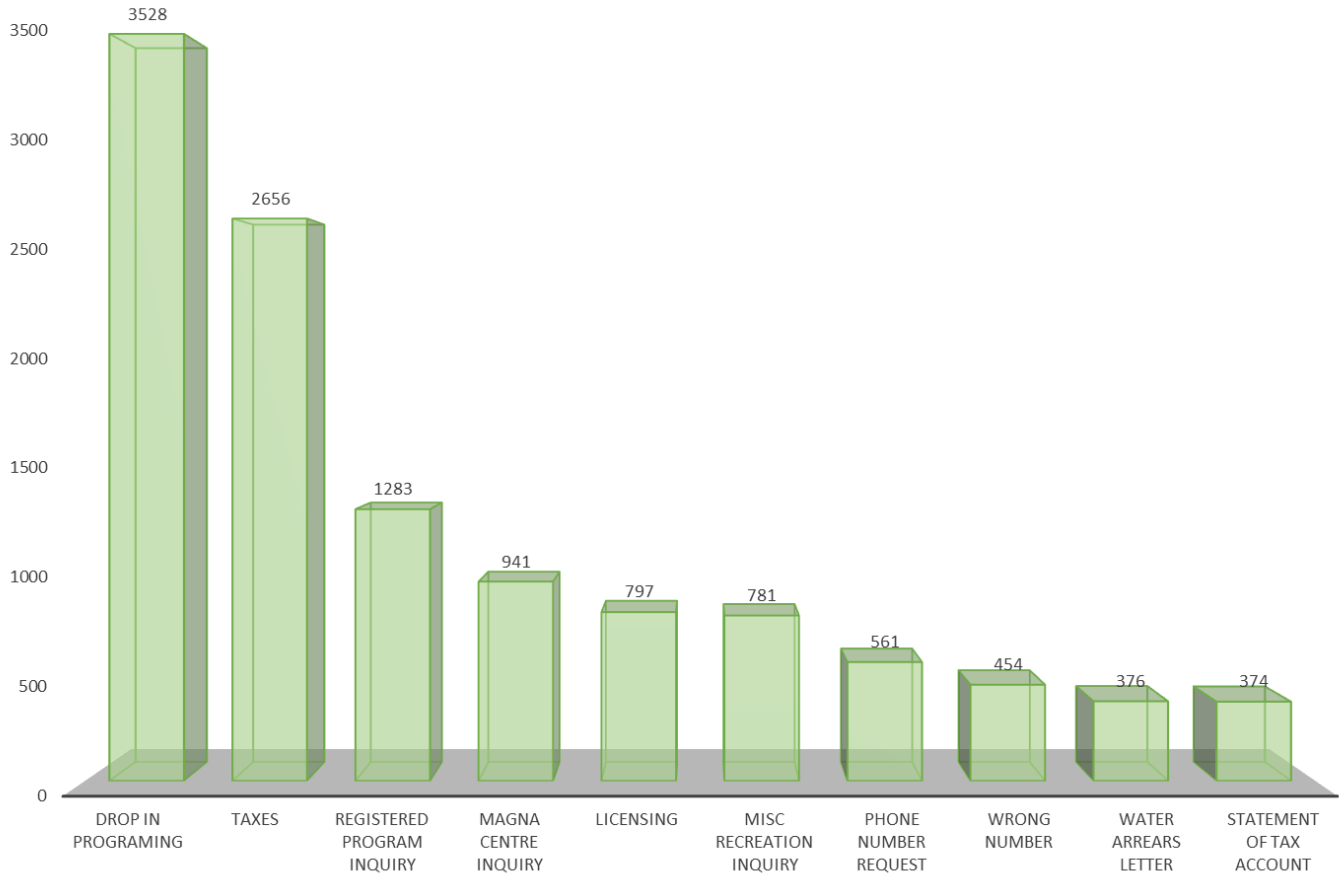
Jamie Boyle, Supervisor, Customer Service Kiosks

Bonnie Munslow, Manager, Corporate Customer Service

Jeff Payne, Commissioner, Community Services

Overall Volumes and Trends

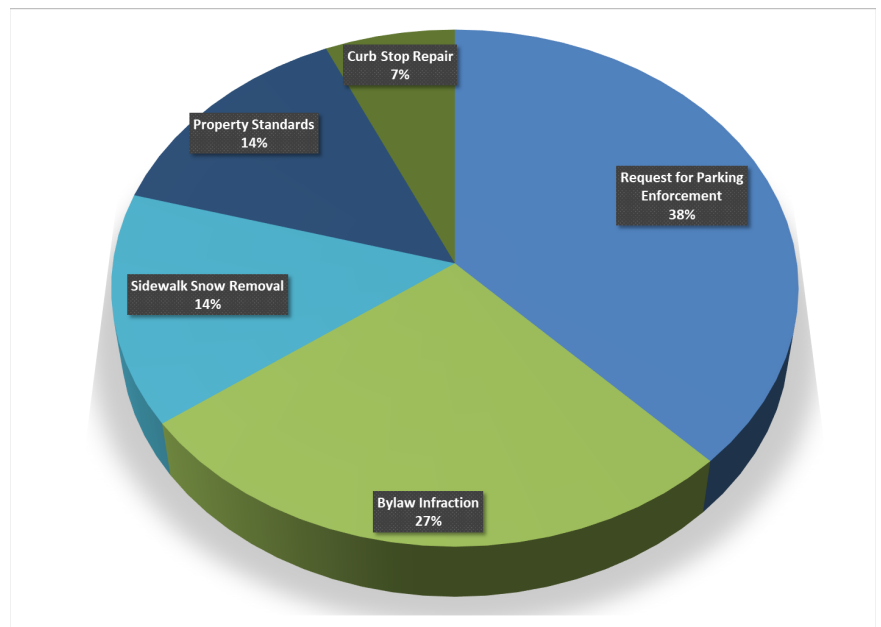
Top 10 Inquiries, January 1- March 31 2022



During the first quarter of 2022, over 28,000 calls, emails, and social media inquiries came to Customer Services (Kiosk and Customer Service Centre). The highest volume of inquiries were related to recreation drop-in programming (3,528), tax inquiries (2,656), recreation registered programming (1,283), & Magna Centre inquiries (941) and Licensing inquiries (797). With the re-opening of programming at our recreation facilities, both the Customer Service Centre and customer service kiosk received a high volume of inquiries from residents eager to return to recreation programming.

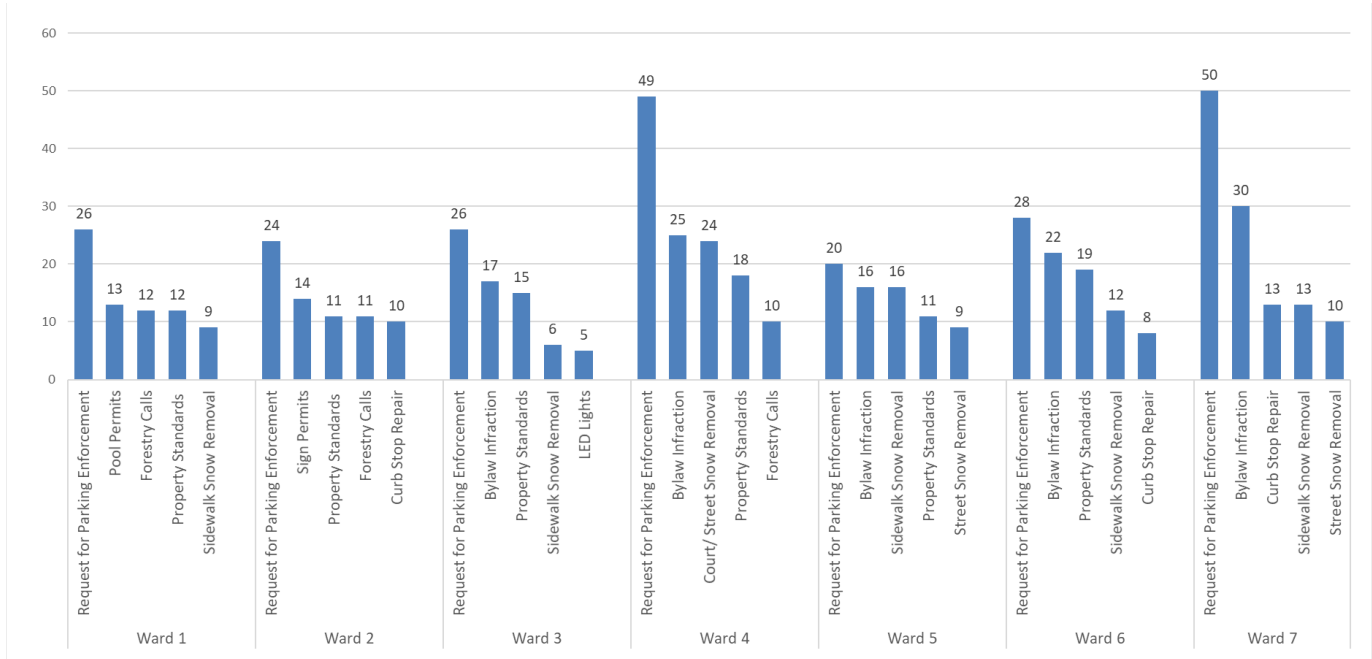
Town Wide Top 5 Service Requests for Q1 2022

Town wide, the top service requests in Q1 2022 were for parking enforcement followed by Bylaw infractions & property standards investigations. This is consistent with previous years data. Service requests related to routine curb stop repairs and sidewalk snow removal/ sod repair were all consistent with previous years data.



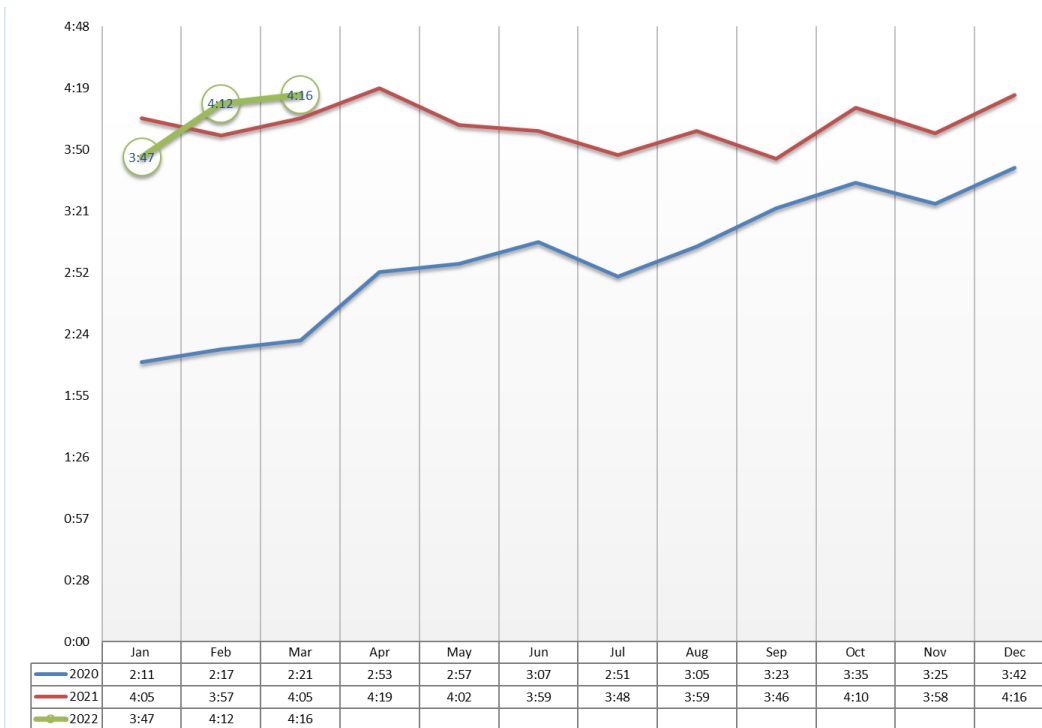
Overall Volumes and Trends

Top 5 Service Requests for Q1 2022 by Ward



The service requests are consistent with previous years data. Request for Parking Enforcement remains the top service request each quarter in all wards year over year. Sign & Pool permit service requests were tracking in the top 5 in Wards 1 & 2 this quarter for the first time. Several larger snow events lead to slightly higher sidewalk snow removal service requests.

Average Length of Call

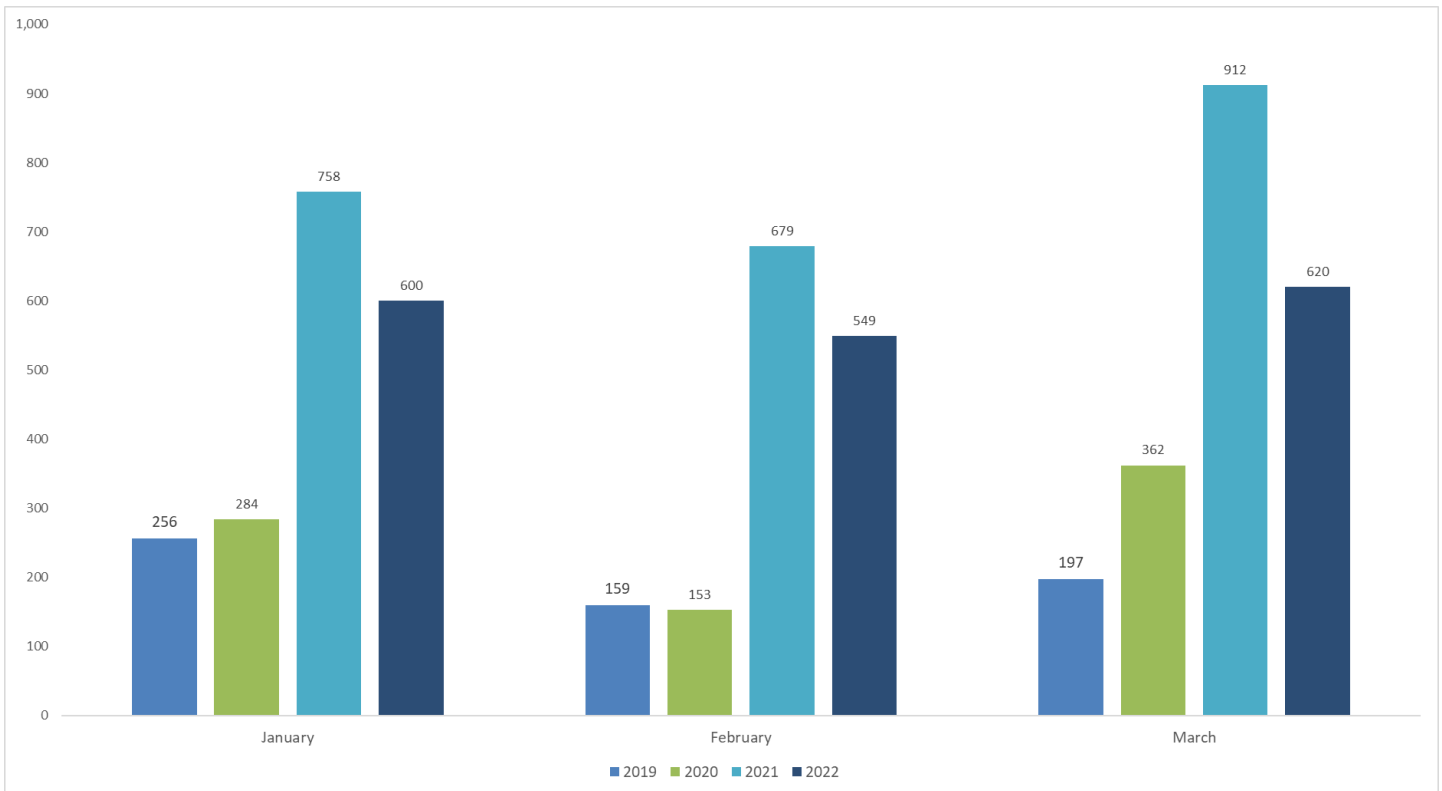


The average time spent on each incoming phone call to the Customer Service Centre continues to increase. This is a result of the increasing complexity of the subject matter and service requests that associates deal with on a regular basis since the start of the pandemic. The pandemic has increased the length of calls for a variety of reasons including the vast amount of ever changing information that associates are expected to provide. In addition, many processes which were once available in person have been moved to the phone. Examples include recreation booking assistance and payments for a variety of services including waste bin and stickers. The average length of each call increased in March 2022 and has continued to trend upward.

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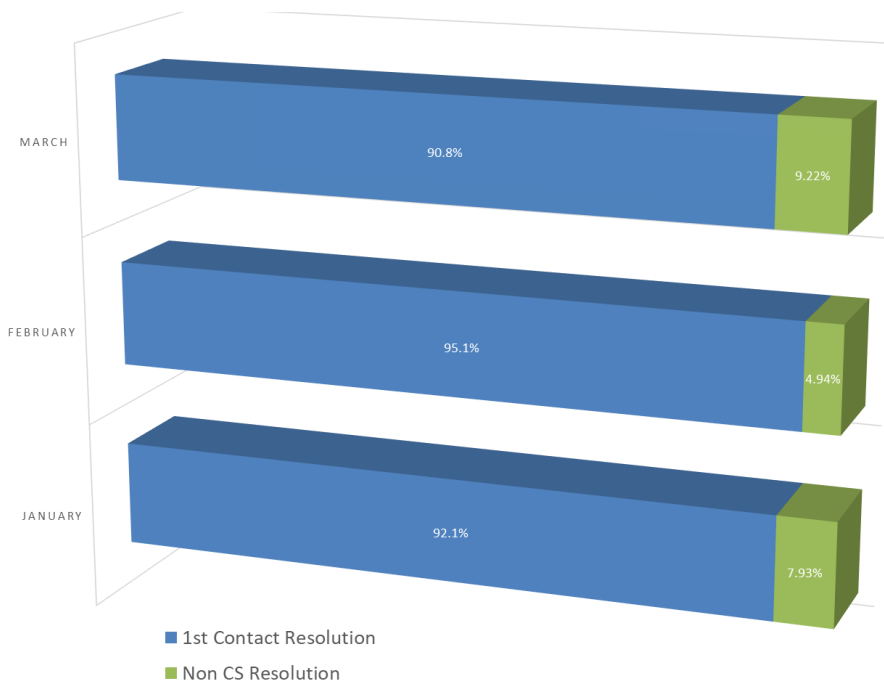
Overall Volumes and Trends

Email Volumes



As a result of the COVID-19 Pandemic, email requests to the Customer Service Centre increased substantially. Customer Service Kiosk staff have been trained to respond to general inquiries and have contributed greatly to the management of these volumes. This has allowed us to maintain our service goal of responding to most email inquiries and service requests within one business day. Despite re-openings to facilities and services, email contacts remain higher than pre-Covid totals.

Service Requests Vs. Contacts Handled by Customer Service



Service requests are any service that require Town of Newmarket staff, outside of Customer Service to complete the request. If the associate cannot answer or complete the request in anyway, it is assigned through the Town's CRM software as a service request ticket for action. Once completed, Customer Service contact the customer back, and close the service request ticket.

On average, Customer Service opens and completes all customer contacts 90 –95% on first point of contact. Whether providing the service requested, answering questions / requests as trained or by educating the customer. Q1 2022 1st point of resolution for Customer Service was 94.2%