



Town of Newmarket
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Community Services - Customer Services Department Information Report

Report Number: 2019 - 06

Department(s): Customer Services

Author(s): Hannah Grant, Acting Supervisor, Customer Service Kiosks, Jamie Boyle, Supervisor, Customer Service Centre

Date: July 23, 2019

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.

COMMENTS

Purpose

The purpose of this report is to provide Members of Council with the 2019 - second quarter trends and results by ward and town wide.

Background

The Customer Service Department provides Members of Council with the quarterly results and trends by ward and town-wide.

Discussion

The attached charts represent service requests as captured in our CRM and telephony systems 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:

- Total contacts for the customer service Centre in Q2, increased by 7.12% (1,840 contacts) compared to Q2 – 2018;

- The second quarter saw the introduction of changes to Stormwater Billing, which resulted in, increased calls as well as payments and inquiries at all Customer Service locations.
- Between June 7th - July 5th, Stormwater bill contacts from residents totaled 5,734; 3,734 were walk-in counter payments and 2,000 phone calls and emails. During that time, the Customer Service Centre's service level was 57.3% of calls answered in 20 seconds (80% being the service standard) and an abandonment rate of 10.5%. Calls regarding the Stormwater charge led to an average wait time 1:06 minutes before speaking with an associate (where 20 seconds is our service standard.)
- Property Standards complaints (345) were the highest type of service request across the whole Town of Newmarket in the second quarter, followed by Request for Parking Enforcement (341) and Curb Stop Repair requests (178) respectively;
- All Wards, with the exception of Ward 3, saw Property Standards as the most frequently reported issue;
- A new York Region Subsidy program was introduced for residents of the Town of Newmarket. This program provides financial support for qualifying families to help cover fees for our recreation programs.
- This new subsidy program resulted in an additional 820 program registrations that also includes recurrent correspondence with the clients and managing the enrollment and attendance of participants throughout the session.
- "Enhanced services" transactions at the Magna Centre, Ray Twinney Complex Customer Service Kiosks and Seniors' Meeting Place continue to increase significantly. During the 2nd quarter of 2019, there was a 243.98% increase in the number of transactions compared to the 2nd quarter of 2018. The majority of these transactions are tax payments, including Stormwater charges.
- Overall volumes at the Magna Centre, Ray Twinney Complex and Seniors' Meeting Place continue to increase at the Customer Service Kiosks. During the 2nd quarter of 2019, there was an 11.47% increase in the total number of customer interactions compared to the 2nd quarter of 2018. This is representative of an increase of 5,947 contacts.

Conclusion

Customer Service remains committed to providing Council with the most recent call trends and statistics for their respective wards and the Town of Newmarket as a whole.

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

Q2 - Top 5 Service Requests by Ward

Q2 - Top 5 Service Requests Town Wide

Q2 – Enhanced Service Transactions – Customer Service Kiosks

Storm Water Contacts by Day– June 7th – July 5th

Q2 – Total Customer Contacts – Customer Service Kiosks 2019

Contact

For more information on this report contact: Jamie Boyle (jboyle@newmarket.ca or extension 2254) or Hannah Grant (hgrant@newmarket.ca or extension 2705) or Bonnie Munslow (bmunslow@newmarket.ca or extension 2251).

Approval



Hannah Grant, Acting Supervisor,
Customer Service Kiosks

A handwritten signature in black ink, appearing to be 'Hannah Grant' in a cursive style.

Jamie Boyle, Supervisor,
Customer Service Centre

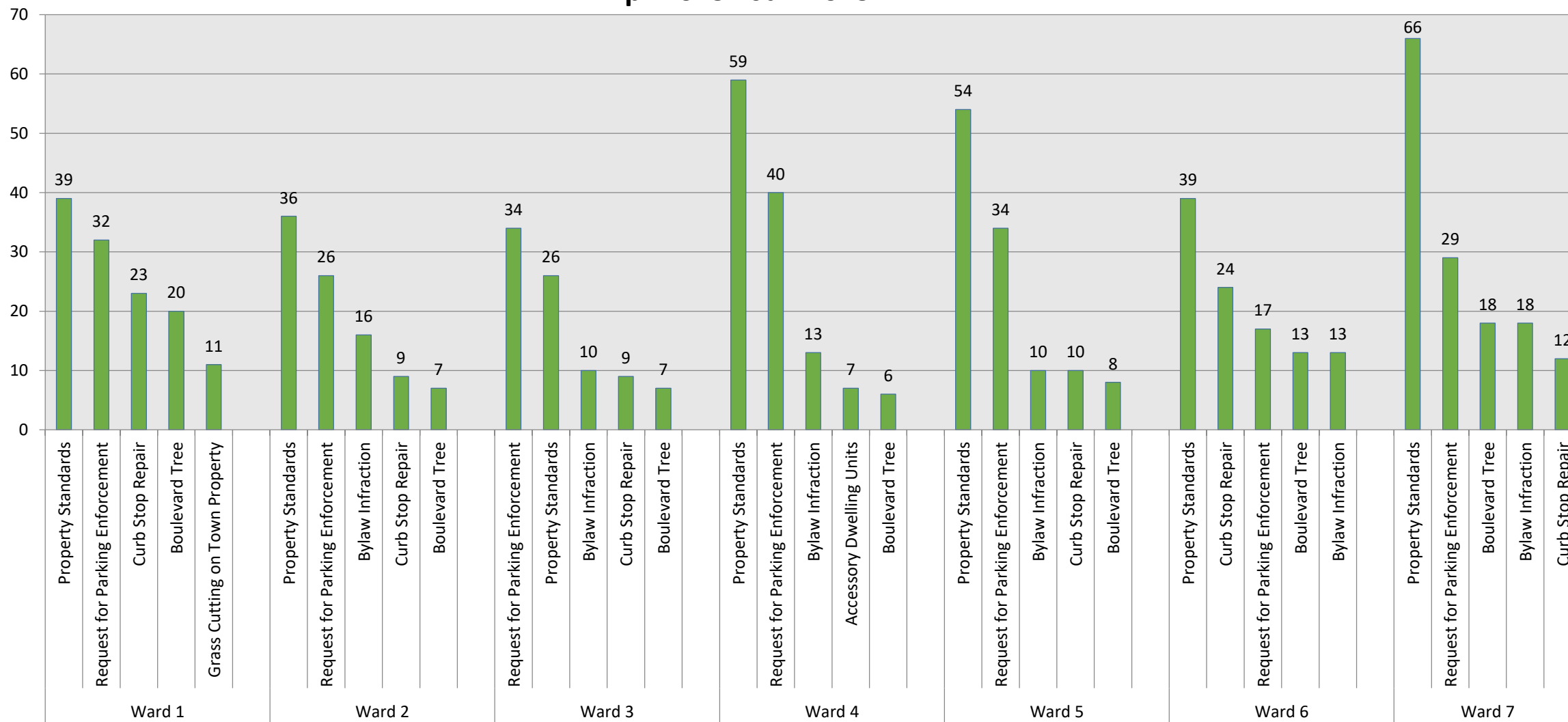
A handwritten signature in black ink, appearing to be 'Jamie Boyle' in a cursive style.

Bonnie Munslow, Manager,
Corporate Customer Service

A handwritten signature in black ink, appearing to be 'Bonnie Munslow' in a cursive style.

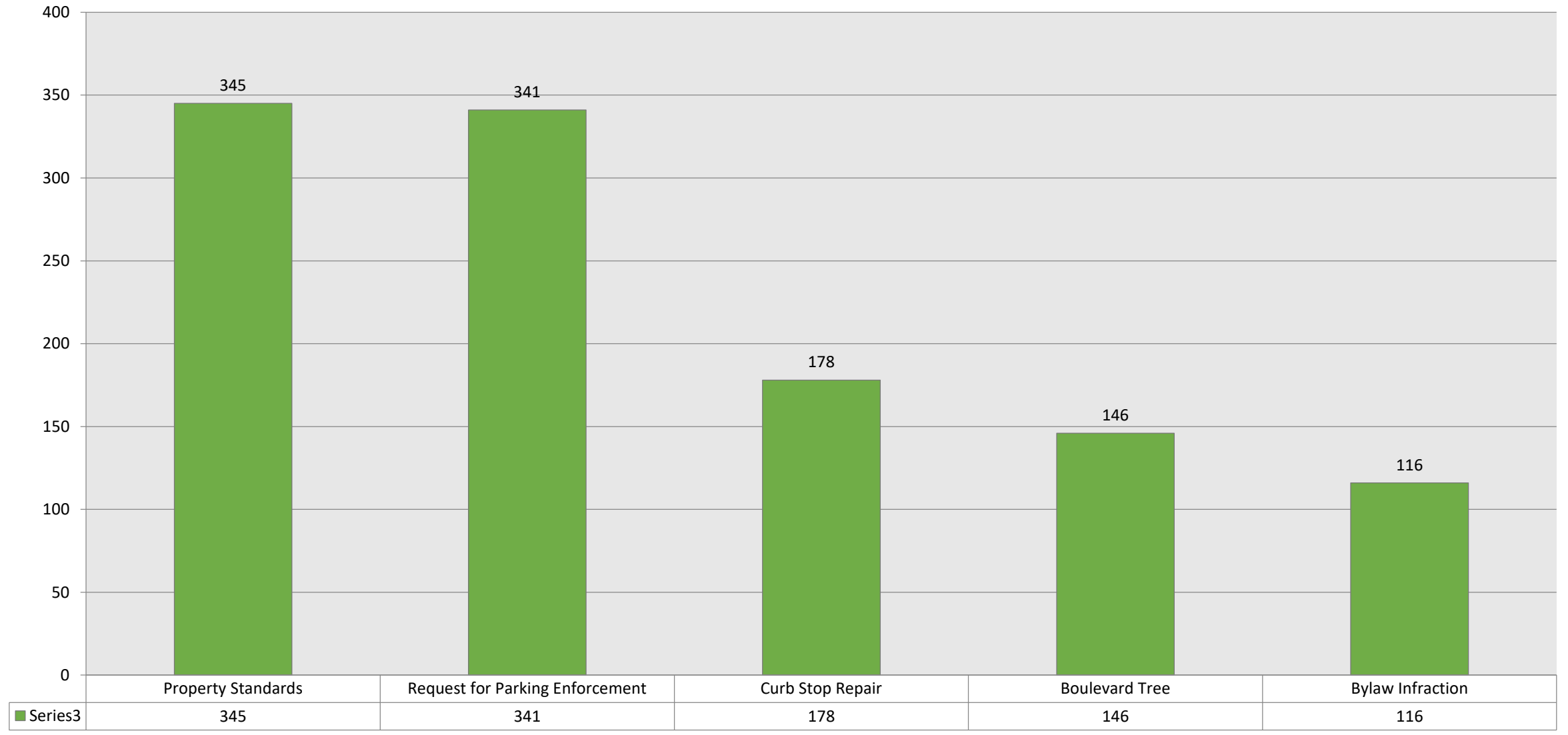
Ian McDougall, Commissioner,
Community Services

Top 5 Service Issues By Ward Apr 2019 - Jun 2019

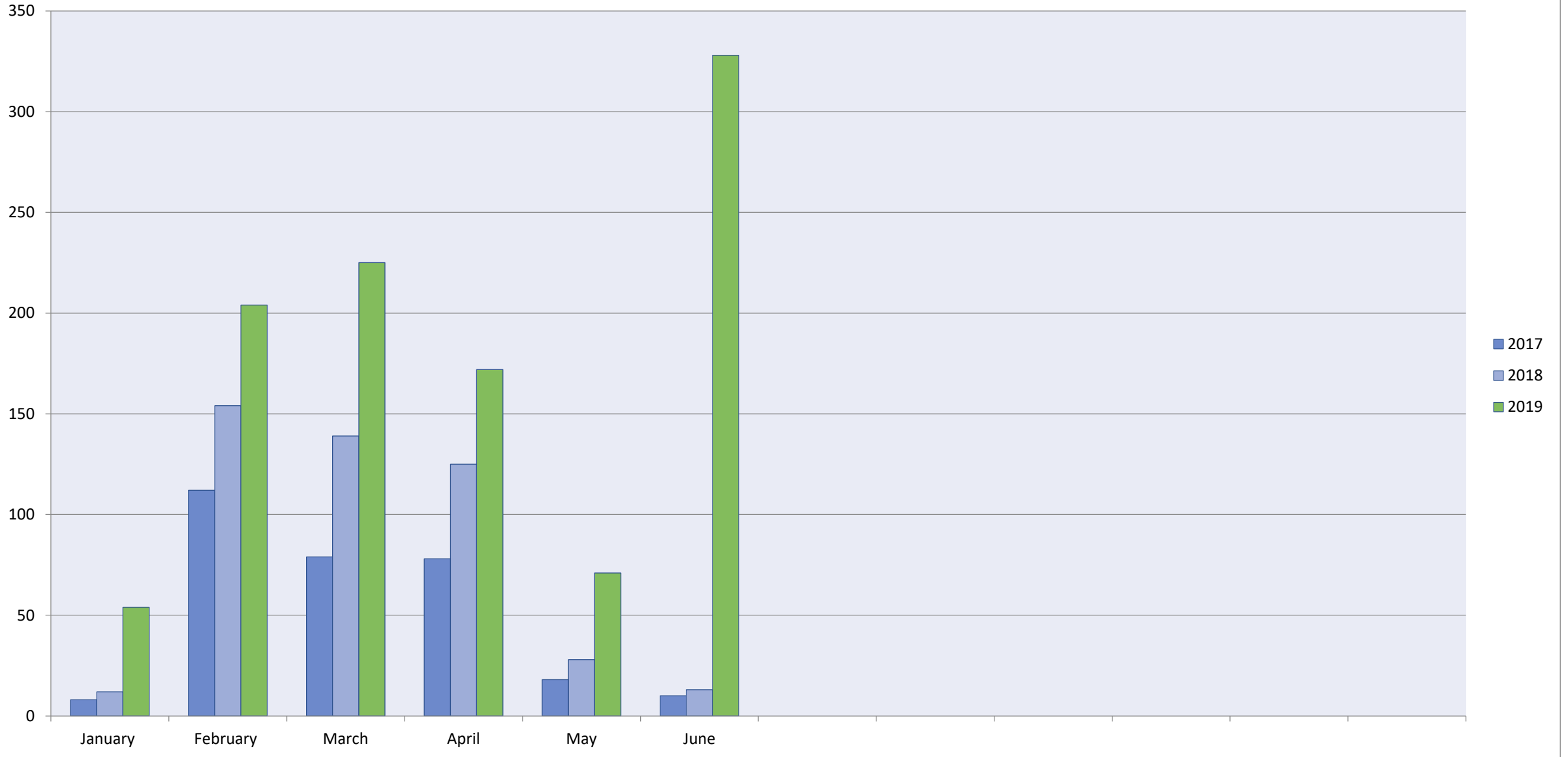


Town Wide Top 5 Service Issues Apr 2019 - Jun 2019

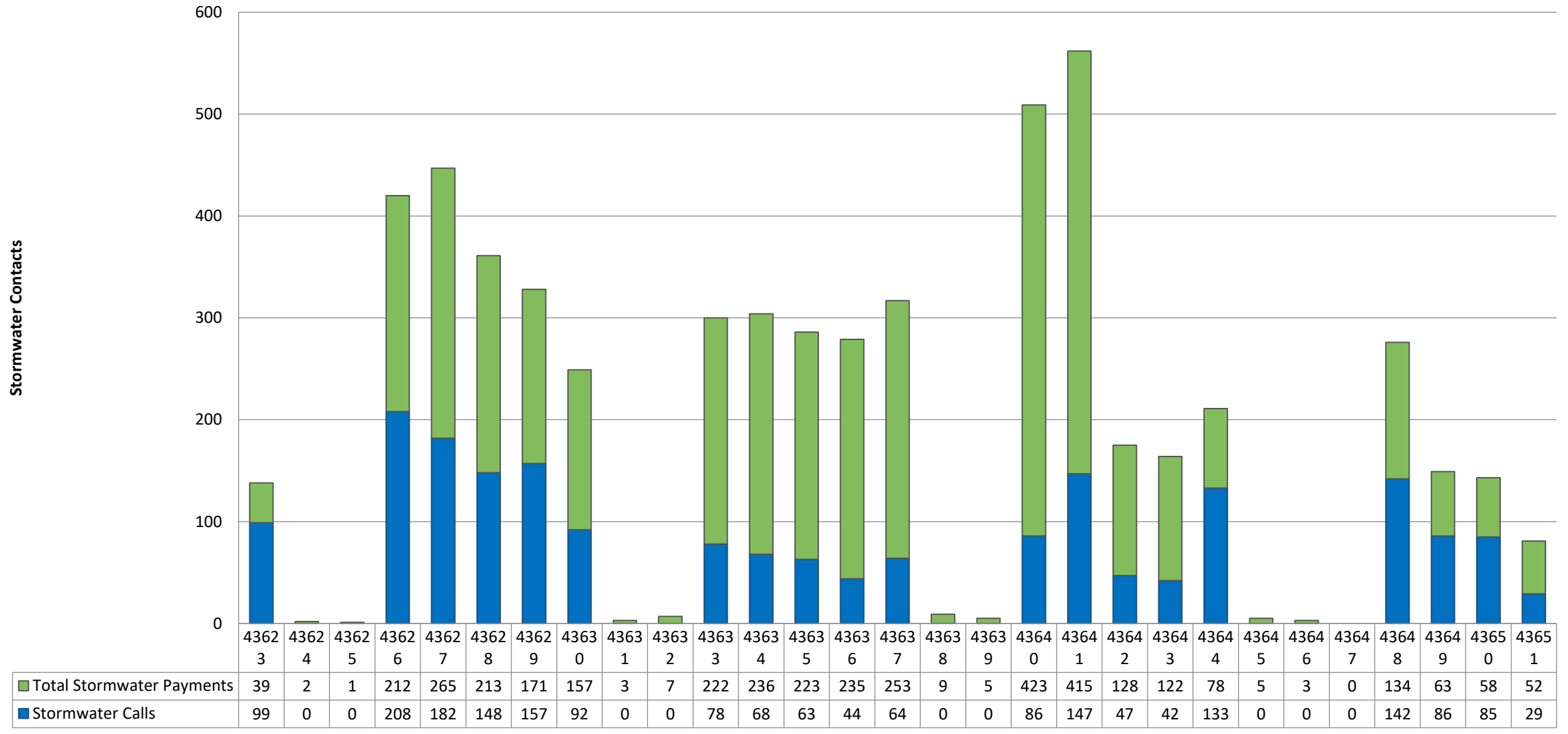
* As of June 30,2019



Enhanced Service Transactions - Customer Service Kiosks (Parking Ticket, Property Tax and Pet Tag Payments)



Stormwater Total Contacts By Day June 7 - July 5



Q2 - Total Customer Contacts Customer Service Kiosks 2019

