

Service Excellence Strategy

Implementation Plan

December 2009 – updated September 2010



»SERVE«

Our standards and commitment to being service-focused and responsive.

A number of measures are currently underway and working to continuously support increased levels of service excellence.

Actions 2009/2010

- ✓ Investigate live answer at city hall
- ✓ Explore centralized call handling where appropriate including TTY calls
- ✓ Engage citizens using new social media contact methods
- ✓ Continue to improve the accessibility of city facilities
- ✓ Continue to ensure compliance with AODA customer service standards
- ✓ Develop a customized service training program for AODA
- ✓ Investigate required customer support tools for staff
- ✓ Ensure all service areas have a customer feedback system
- ✓ Use management information systems to analyze and improve service delivery
- ✓ Work with internal and external partners to define service level agreements
- ✓ Explore options for working with other agencies and organizations
- ✓ Enhance guelph.ca on an ongoing basis

The following actions have been linked to target implementation periods with anticipated funding sources and lead accountabilities identified.

Actions	Immediate	2010-2011	2012-2013	2014-2015	Funding source	Accountability
Continue to drive development of a 'service first' culture	X	X	X	X	Operating	All
Pilot test corporate service guidelines and roll out to staff	X	X			Operating	Corporate Administration
Integrate customer service elements into performance management practices	X				Operating	Human Resources
Continue to build service awareness in the community	X				Operating	Corporate Communications
Ensure staff awareness of customer service and process improvement tools and training	X				Operating	Human Resources, Information Services
Integrate customer service components into new employee orientation and hiring practices	X				Operating	Human Resources
Seek staff input on improvement priorities	X	X	X	X	Operating	All
Comply with AODA technology standards		X			Grant – Enabling Accessibility Fund, HR and Skills Development Canada	All

Actions	Immediate	2010-2011	2012-2013	2014-2015	Funding source	Accountability
Assess services offered by ServiceGuelph	X				Operating	Information Services
Investigate potential expansion of the ServiceGuelph model to other areas within the city			X		Operating	Information Services
Regularly review core processes to ensure customer focus	X	X	X	X	Operating	All
Telephony services					Operating	
• Institute a zero out option and policy in all departments to facilitate live-answer		X				All
• Explore technology and resource requirements to support the possibility of a 311 centralized call centre		X				Information Services
• Reduce the number of advertised contact numbers for city services and inquiries		X				All
Online services					Operating/ Capital	All
• Plan for and introduce more online payment and service options		X	X	X		
Internet/Kiosk						
• Explore internet voting			X			Information Services
• Investigate opportunities for integrated service delivery			X			All
• Explore service delivery partnerships e.g. Fed/Prov to ensure consistent experiences including a ServiceOntario Kiosk in City Hall and training/access to federal databases for enhanced information and referral services			X			Information Services
Conduct regular community service satisfaction surveys to track improvements over time		X		X	Operating	Corporate Administration, Corporate Communications
Enhance availability of feedback options		X			Operating	Corporate Communications, Information Technology
Design and implement processes and follow up to support feedback options		X			Operating	Corporate Communications, Information Technology
Explore and propose a CRM solution that has the ability to integrate with other systems				X	Operating/ Capital	Information Services
Knowledge base development					Operating/ Capital	
• Investigate the roll out and ongoing maintenance of a service inventory		X				Information Services

The logo features the word "SERVE" in a bold, green, sans-serif font. It is flanked by two blue arrows pointing outwards, one to the left and one to the right. The arrows are stylized with a double-pointed tip.

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