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December 17, 2013

**COMMUNITY SERVICES - RECREATION AND CULTURE
COMMUNITY SERVICES - CUSTOMER SERVICES
COMMUNITY SERVICES - ECONOMIC DEVELOPMENT
JOINT INFORMATION REPORT # 2013-45**

TO: Mayor Van Bynen and Members of Council

COPY: R.N. Shelton, Chief Administrative Officer
Ian McDougall, Commissioner, Community Services
Anita Moore, Commissioner, Corporate Services
Robert Prentice, Commissioner, Development & Infrastructure Services
Members of OLT

SUBJECT: *Happy or Not* Feedback Tool
National Skateboard Certification Program (SKATZ)

ORIGIN: Community Services

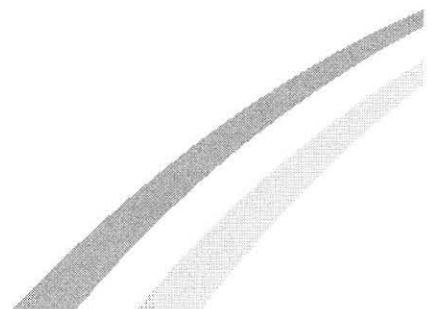
COMMENTS

The purpose of this report is to update Council on two exciting initiatives – *Happy or Not* Feedback Tool and the National Skateboard Certification Program (SKATZ).

Happy or Not

During the 2012 Trade Mission to Finland, the Newmarket delegation visited over 20 companies. One of the companies was a small IT startup called *Happy or Not*. *Happy or Not* services include totally wireless self-standing or hand held *Happy or Not* devices (please see attachment A) and an intelligent reporting service. It enables comprehensive nonstop customer information, simultaneously delivered from each unit.

Soon after the formation of the new Community Services Commission, senior management team discussed synergies and opportunities between each respective department (Economic Development, Recreation and Culture, and Customer Services). At that time, this company and its devices were mentioned. The result was research, meetings and now an agreement to use these devices as ongoing Town resident and visitor feedback tools. The questions can be tracked and changed with ease and they are very portable and mobile. Due to the wireless configuration, they can be used anywhere at any time (e.g. indoor and outdoor).



Applications for the devices will include:

- Static display with specific questions at the 395 Mulock Drive Customer Service area as well as at the satellite Customer Service kiosks at the Ray Twinney Complex and Magna Centre.
- Selective use on specific questions at other Town facilities;
- User friendly program feedback tool for young children and youth in recreation and culture programs (as opposed to relying solely on the traditional approach of parental feedback);
- Special event participant feedback tool;
- Public Information Centre additional feedback;
- Other applications as identified.

Due to the strong initial ties with the Finland mission, a sincere desire to make stronger inroads into the municipal marketplace, and the fact the community has a strong reputation in the municipal market place (Top Ten Community) and is innovative in generating new sources of revenue, there was an additional linkage established between *Happy or Not* and the Town. Specifically, the Town received a substantial discount on the devices (3) and reduced monthly service rates. In addition, and in exchange for the Town promoting the features and benefits to colleagues and *Happy or Not* being able to profile Newmarket as a client community, the Town will receive \$70.00 for every unit sold to the municipal sector across Canada over the next 3 years. Preliminary discussions have also occurred with *Happy or Not* for them to consider Newmarket as a North American manufacturing and distribution centre as the company has indicated they are looking for manufacturing location.

Parks and Recreation Ontario Annual Conference (Forum) (March, 2014) has recently offered Newmarket the opportunity to present a Forum session on 'Customers'. A joint presentation between Recreation and Culture and Customer Services will focus on approaches to hear the voice of the customer (*Happy or Not* devices being one of those ways), along with innovative ways to take services directly to the customer (e.g. expanding a cross section of customer services into recreation and culture facility kiosks and re-branding them as satellite customer services centres with integrated staffing (and training)).

Additionally, plans are underway to present a similar presentation at the International Customer Service Association (ISCA) Conference in Toronto (May, 2014).

NATIONAL SKATEBOARD CERTIFICATION PROGRAM

Further to the Corporate Services – Legal Services and Community Services – Recreation and Culture Joint Report # 2013 – 20, the Town will be entering into an agreement with a not for profit organization resulting in a transfer of the rights to the program and existing inventory. This will involve a one-time payment to the Town (\$2,500) and ongoing royalty to the Town on any sales of the existing program or any future program utilizing the intellectual content of the program (5% for sales in Ontario in perpetuity paid annually). As a primary funder of the initial development of the program, the provincial government has been consulted and is in agreement with this new extended partnership. As well, the Town and Provincial government will receive ongoing recognition in any subsequent materials as the founding partners of the innovative skateboard certification program. This deal will close early in Q1 2014.

CONTACT

For more information, please contact: Ian McDougall, Commissioner of Community Services at imcdougall@newmarket.ca, or ext. 2441.



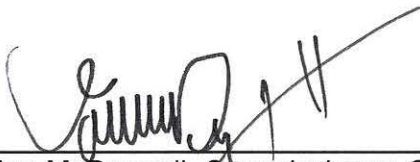
Bonnie Munslow, Manager, Customer Services

for 

Colin Service, Director, Recreation and Culture



Chris Kallio, Economic Development Officer

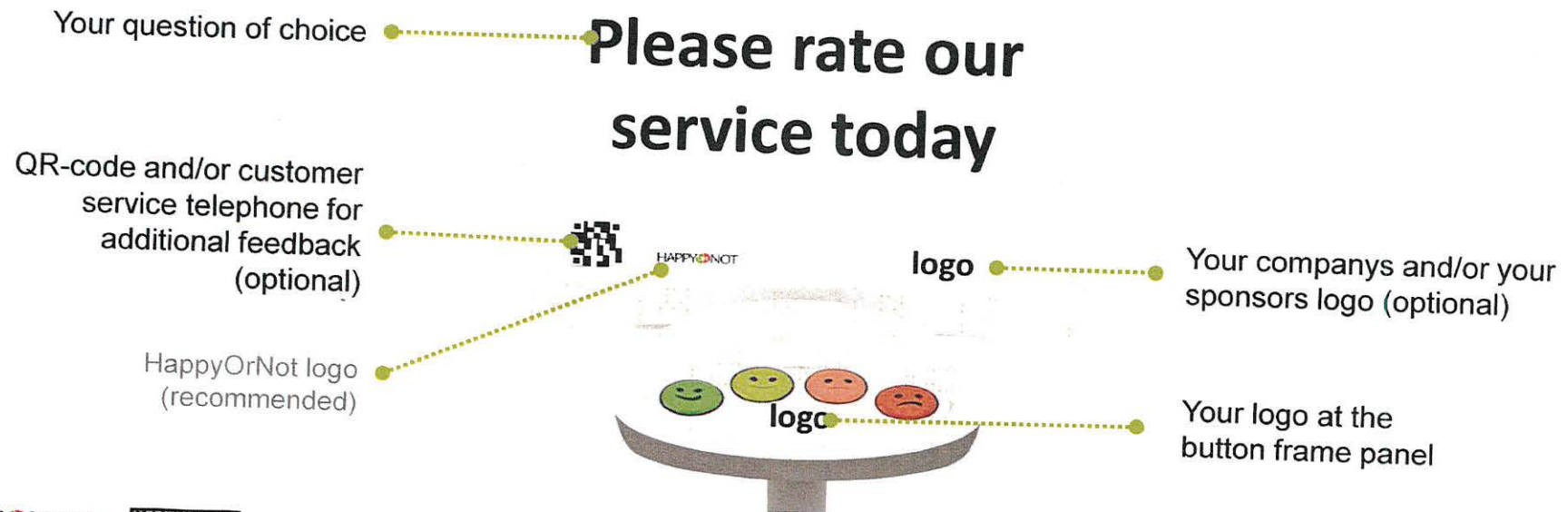


Ian McDougall, Commissioner, Community Services

IM:im

HappyOrNot by Your Brand Book

Tailored Device for Your Company:



Examples:

Your satisfaction
with our customer
service today?



<< Your
question
here >>



Your satisfaction
with our service
today?



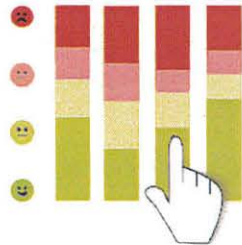
HAPPYORNOT



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How Are We Doing?

HappyOrNot Reporting enables you to...

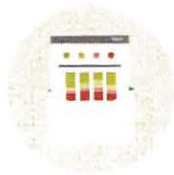


... Track overall **trends**

... Spot **fluctuations**

... Measure trend of the service and possibly execute **corrective actions**

**How does performance stack-up relative to promised
& consumer expected service levels?**



E-mail Reports

- Automated, Easy-To-Read
- Straight to your e-mail
- Printable
- Delivered at the right intervals:

To Who?

Unit
Management

When?

Daily
Weekly
Monthly

Daily report

1.4.2013

Unit report

Unit H

How was your customer experience?



Index: 88

Responses: 784

Hourly distribution





Reporting Service

- Web-based – just **log in!**
- Zoom in to even more detailed information
- Export Results to PDF
- Manage e-mail report receivers (Admin)



To Who?

Corporation
management, unit
head, team leaders,
employees etc.

When?

24/7



One of the coolest things we saw at NRF's Retail's BIG 2013 Show

Daily Finance

- Awarded in retail awards and competitions*
- Tested & Implemented at Fortune 500 EU companies
- USA launch January 2013 - resulting in Top 100 Retailer
- Implementing – already!

*2010 InnoFinland, 2011 Retail Awards, 2012 Productive Idea Competition, 2013 Daily Finance recognition

HAPPY@NOT™



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Selected Clients



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