



Town of Newmarket
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Community Services - Customer Services Department Q1 Results Information Report to Council

Report Number: INFO-2020-17

Department(s): Customer Services

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Distribution Date: May 19, 2020

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

The purpose of this report is to provide Members of Council with the 2020 - first quarter trends and results by ward and town wide.

Background

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

Discussion

The attached charts represent service requests as captured in our CRM system 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:

- The Town offices closed to all walk-in customers as of March 17, due to the pandemic. Since that time, Customer Service Centre staff continue to answer calls, emails, and social media requests. Staff have been equipped to work remotely, and with the help of IT Services, are able to answer calls and access the necessary software needed to conduct Town business.
- Two associates remain working in the Customer Service Centre in order to process payments, issue burial permits, process death registrations and prepare refunds for customers who are withdrawing from various Town programs. We are

currently preparing processes to be able to issue marriage licenses, in a safe manner.

- Between January 1 and March 31, service requests increased 7.3% compared to Q1 – 2019’s requests, from 1,219 requests to 1,316
- Compared to Q1 2019, total call volumes are up 9.2% (11,999 vs. 10,897). While email contacts also continue to increase;
- Request for Parking Enforcement (211) is the highest type of service request across the whole Town of Newmarket in the first quarter, followed by Sidewalk Snow Clearing Issues (123) and Bylaw Infraction service requests (40) respectively;
- Wards 2 through 7 continue to have Parking Enforcement requests higher than any other call type;
- Sidewalk Snow removal requests for service were greater in 2020 than in 2019. (132 vs. 73)
- The Town of Newmarket Customer Service team is leading an “Enhanced Customer Service training for the Public Sector” program, available to all staff across the N6 municipalities. To date, we have two certified facilitators, four, 2-Day Courses have been completed, and more online versions of the popular course are scheduled for 2020, as a result of the requirements related to social distancing and the pandemic. Over 50 participants have been certified to date.
- Year over year the Customer Service Kiosk teams continue to see steady growth in the total number of customer contacts. The same upward trend was apparent in January and February of 2020, compared to previous years. March 2020 shows a significant decrease in total volumes due to the COVID-19 pandemic. All Town Recreation facilities faced complete closure, including cancellation of all Recreation programming as of March 14, 2020. March would typically see significant volumes at the Customer Service Kiosks, due in part to March Break Recreation programming and a tax payment due date.
- “Enhanced service” customer interactions continue to increase at our Customer Service Kiosks. This includes parking ticket processing, property tax inquiries and payments, and pet licensing. In February, which also includes the first tax due date of 2020, Customer Service Kiosks saw a 27% increase in the number of enhanced service interactions compared to the same month of the previous year.

Conclusion

Customer Service remains committed to providing Council with the most recent trends and statistics by ward 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

- Q1 - Top 5 Service Requests by Ward
- Q1 - Top 5 Service Requests Town Wide
- Enhanced Service Transactions at Magna Centre, Seniors Meeting Place and Ray Twinney Recreation Centre Kiosks – Monthly
- Q1 – Total Customer Contacts at Magna Centre, Seniors Meeting Place and Ray Twinney Recreation Complexist attachments here.

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

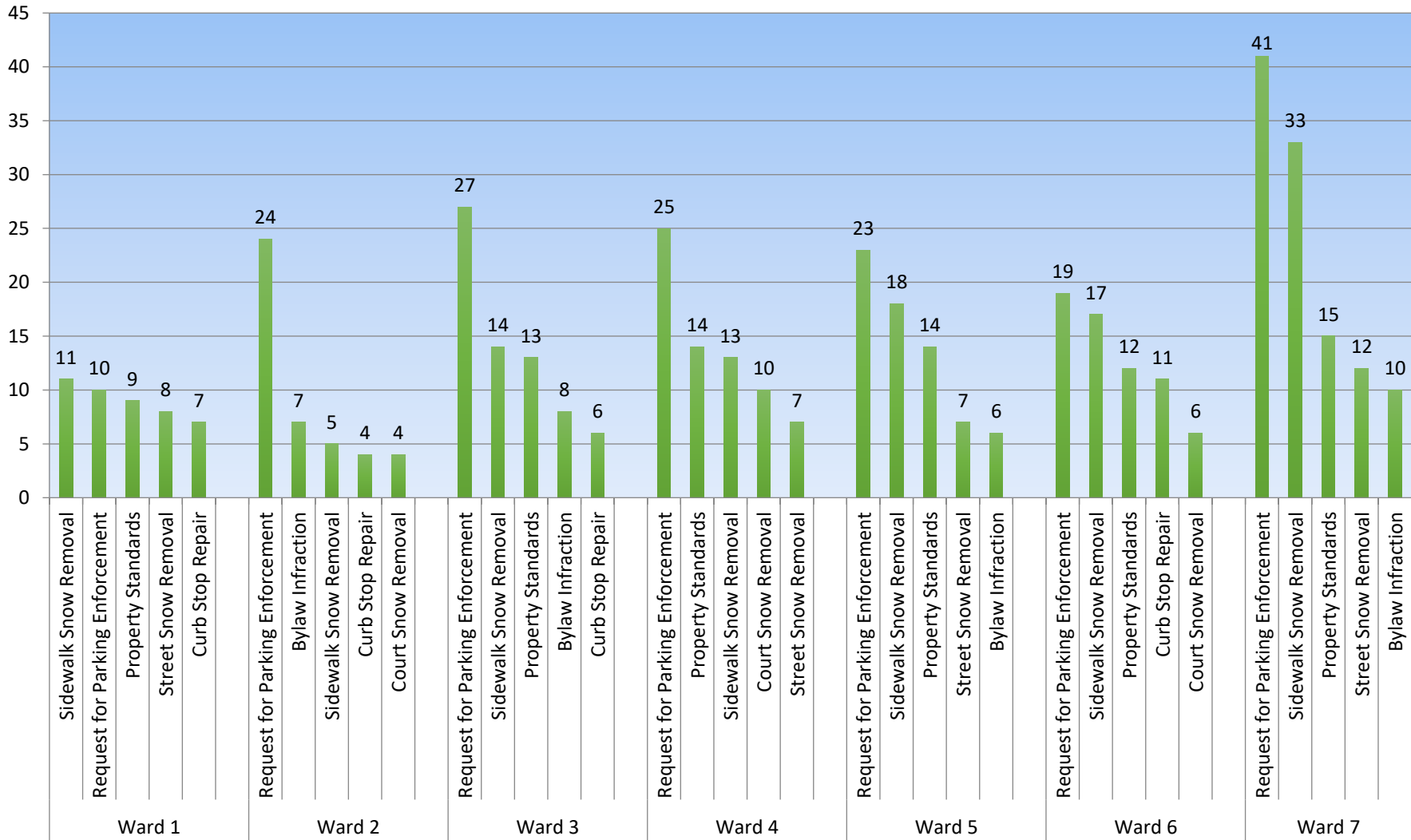
Hannah Grant, Acting Supervisor, Customer Service Kiosks

Jamie Boyle, Supervisor, Customer Service Centre

Bonnie Munslow, Manager, Corporate Customer Service

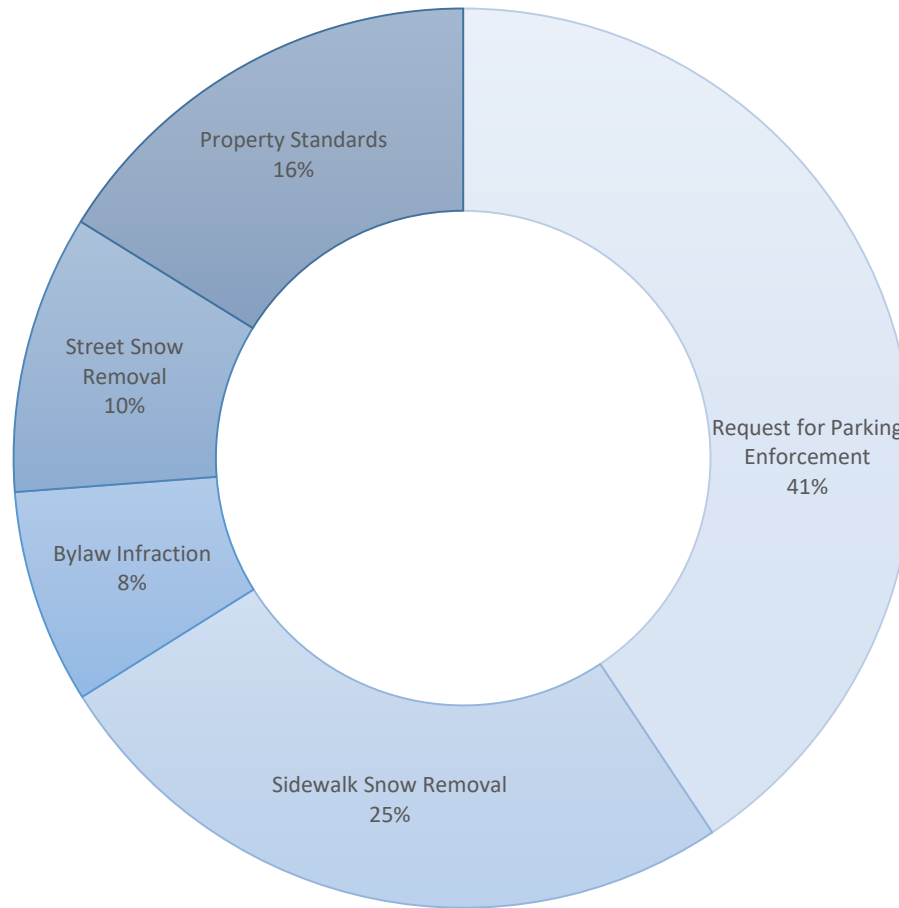
Ian McDougall, Commissioner, Community Services

Top 5 Service Issues By Ward Jan 2020 - Mar 2020



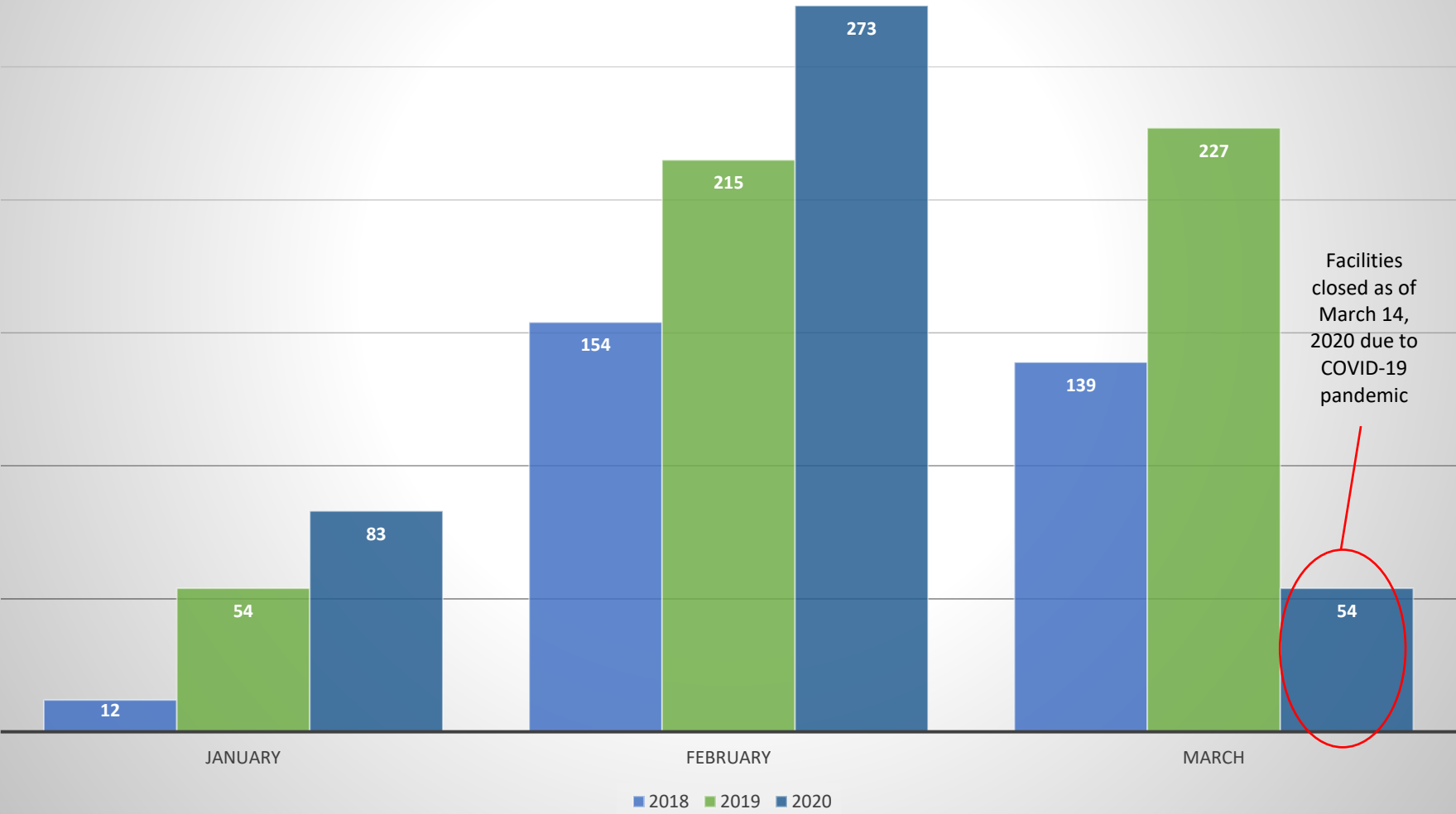
Town Wide
Top 5 Service Issues
Jan 2020 - Mar 2020*

* As of March 31, 2020



Request for Parking Enforcement Sidewalk Snow Removal Bylaw Infraction Street Snow Removal Property Standards

Enhanced Service Transactions at Magna, Ray Twinney Complex & Seniors Meeting Place (Parking Ticket, Property Tax, and Pet Licensing)



Total Customer Contacts at Magna Centre, Seniors Meeting Place and Ray Twinney Recreation Complex - Q1 Year over Year



	January	February	March
■ 2018	23474	21173	24902
■ 2019	25800	22662	25465
■ 2020	26193	23791	10423