



Town of Newmarket  
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## **Community Services - Customer Services Department Q2 Results Information Report to Council**

Report Number: INFO-2020-29

Department(s): Customer Services

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Supervisor Customer Service Centre

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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**

The purpose of this report is to provide Members of Council with the 2020 - second 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. Some 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.

- Despite COVID related service requests, requests on the whole for Town services are lower in Q2 2020 (2,422) than in Q2 2019 (2,612).
- Complaints related to Property Standards (274) and Requests for Parking Enforcement (194) remain the top 2 service requests from residents. COVID – Social Distancing related requests ranked third highest at 134 for the quarter.
- Property Standards issues again remain the highest service request across all but one ward in the second quarter.
- Customer Service fielded 2,387 COVID related inquiries and service requests in Q2
- The Top 5 COVID related inquiries for the last quarter were: Closures of parks (376), General COVID information requests (339), Financial Relief inquiries (306), Social Distancing (265) and Marriage License requests (260).
- Customer Service and Recreation & Culture staff collaborated with support from Finance to process over 2,000 refund transactions for summer camps totaling \$820,250. Of these transactions, only 1% required a cheque to be manually processed. 91% of these transactions were completed by June 1<sup>st</sup> with the remaining processed prior to the end of June, well within the goal of eight weeks.
- Newmarket is one of two N6 Municipalities offering “contactless” Marriage Licenses and commissioning during the pandemic. This safe process was created in order to ensure safety of all parties; appointments are set up on an “urgent needs” basis.
- Associates from the CS Kiosks at the Magna Centre, Ray Twinney Complex and the Seniors Meeting Place have been cross-trained to provide additional support to the Customer Service Centre. Kiosk associates are now processing payments for permits, licenses and tax certificates as well as answering general inquiry emails and voicemails. Kiosk Associates continue to answer calls to the Recreation Centres and process refunds as required.
- The Customer Service Centre Supervisor has taken on an additional role as Chief Positivity Officer to help support staff with any mental health challenges associated with the COVID related changes. His role is to motivate, maintain corporate culture, and keep staff in touch with work related campaigns.
- Since the onset of the pandemic, Customer Service staff from the Seniors Meeting Place are participating in a campaign to call members of the NSMP to check in on them. 190 members continue to receive these calls regularly from the Customer Services and Recreation and Culture Teams. A well-received weekly newsletter is also circulated to keep members engaged, informed and active.
- Processes have been streamlined to allow residents to access additional services remotely. Some examples include building permits, which are now processed entirely via email, Green for Life is delivering bins directly to residents on a weekly basis and waste sticker purchases are being processed via phone and delivered by mail.
- Staff in the Customer Services Department have been actively involved in a variety of recovery plans. Preparation is underway to ensure a safe and effective re-

opening including “tap” debit and credit payment, safe cash handling, social distancing, sneeze guards, proper PPE and the continuation of working from home where appropriate.

- One of the supervisors from the Town of Newmarket Customer Service team is now leading the “Enhanced Customer Service training for the Public Sector” program via ZOOM. 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 more than 125 participants have been certified to date.

## **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. We continue to provide excellent service to residents and businesses in spite of the challenges we have encountered during the pandemic. With support from our colleagues from across the organization we have been able to ensure limited to no loss of access to services during these trying times.

## **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 - Total COVID19 Contact Breakdown
- Q1 - Q2 Telephone Service Levels and Abandonment Rate
- Q1 - Q2 Average Call Handling Time

## Contact

For more information on this report contact: Jamie Boyle ([jboyle@newmarket.ca](mailto:jboyle@newmarket.ca) or extension 2254) or Hayley Fryer ([hfryer@newmarket.ca](mailto:hfryer@newmarket.ca) or extension 2706) or Bonnie Munslow ([bmunslow@newmarket.ca](mailto:bmunslow@newmarket.ca) or extension 2251).

## Approval

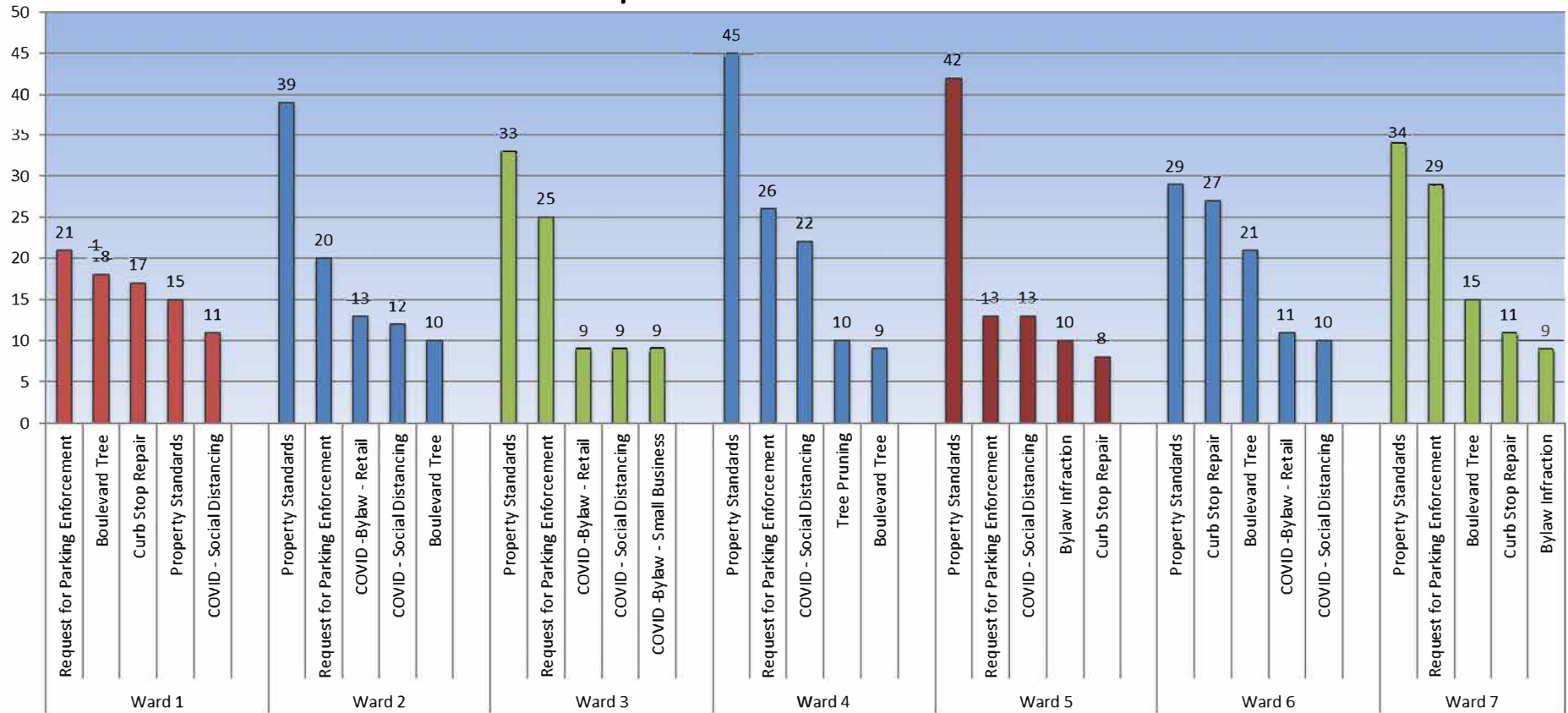
Hayley Fryer, Supervisor, Customer Service Kiosks

Jamie Boyle, Supervisor, Customer Service Centre

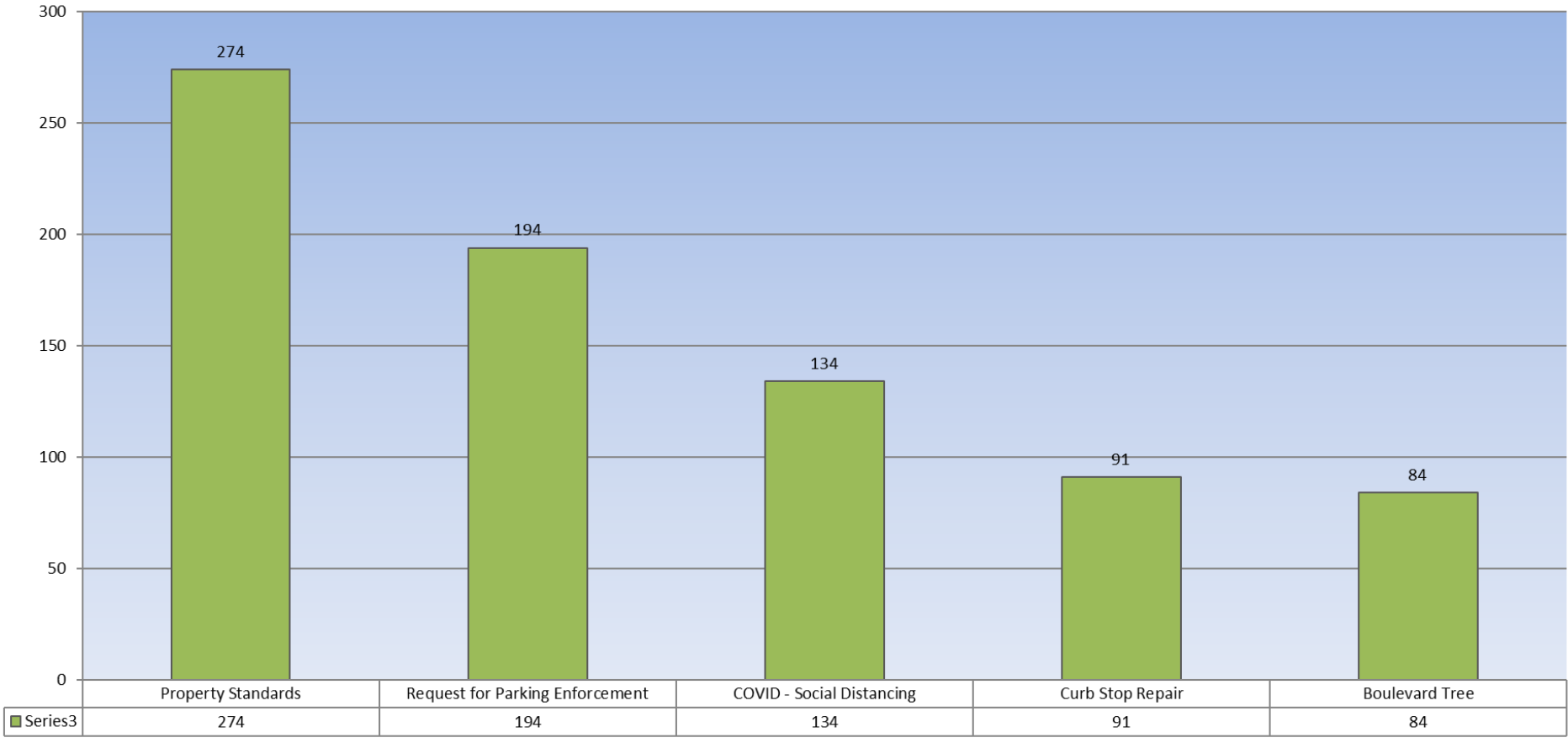
Bonnie Munslow, Manager, Corporate Customer Service

Ian McDougall, Commissioner, Community Services

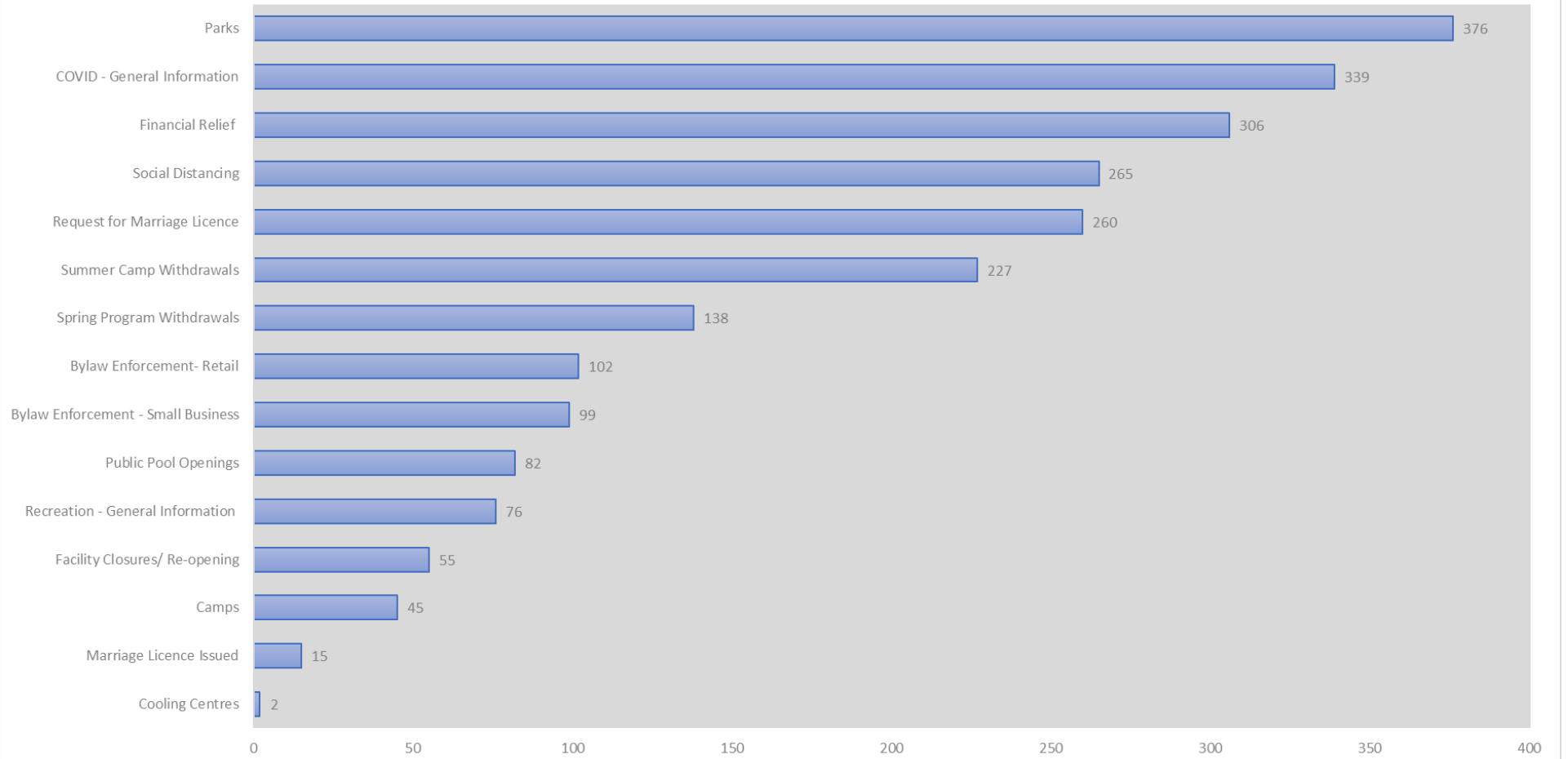
## Top 5 Service Issues By Ward Apr 2020 - Jun 2020



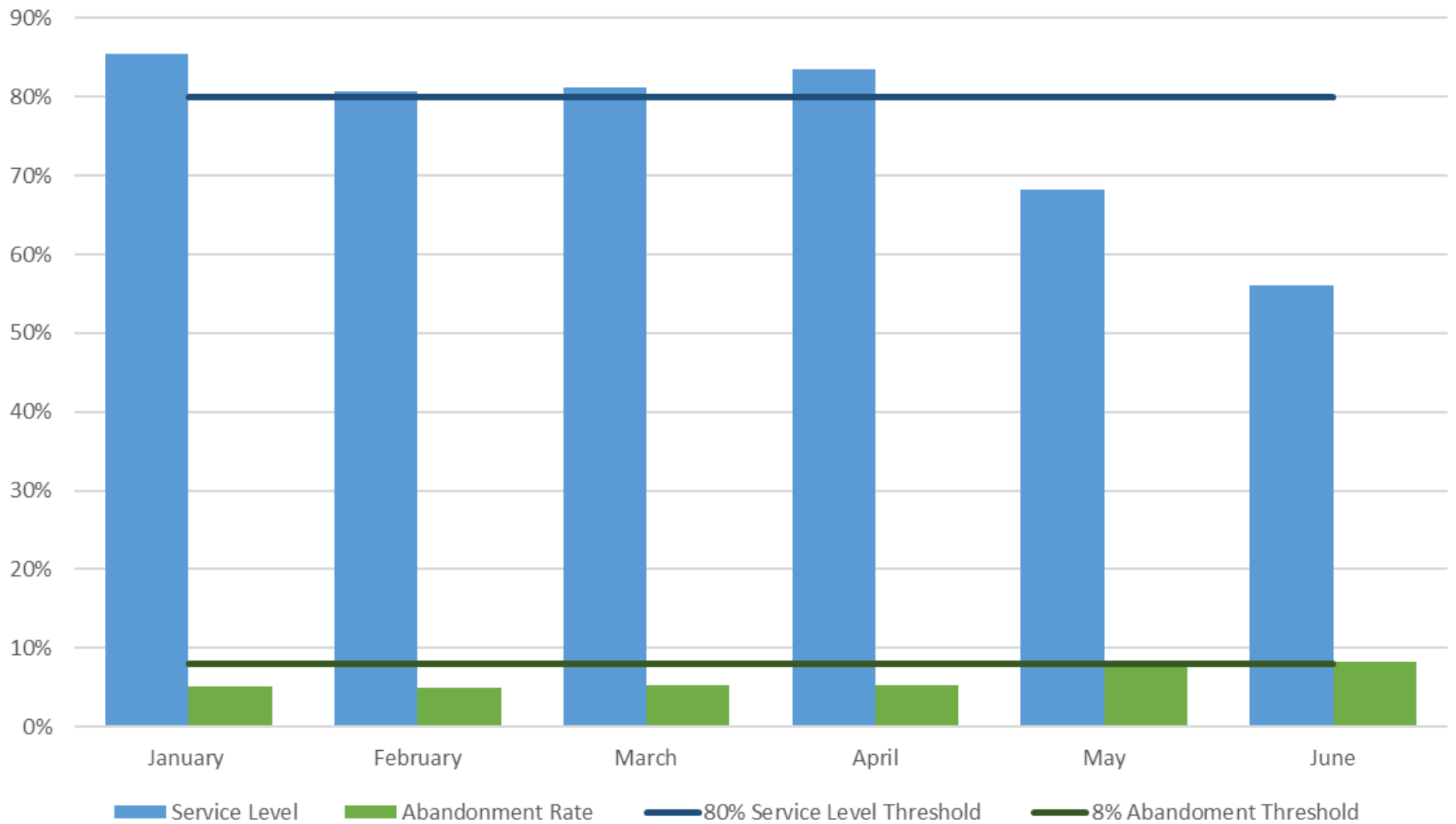
**Town Wide  
Top 5 Service Issues  
Apr 2020 - Jun 2020**



## Q2 COVID-19 Contacts Breakdown



## Telephone Service Levels vs. Abandonment Rates Q1 - Q2





# Average Call Handling Time

03:36

02:53

02:11

02:17

02:21

02:53

02:57

03:07

02:10

01:26

00:43

00:00

January

February

March

April

May

June

