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## Customer Services Department Q2, 2022 Results Information Report to Council

Report Number: INFO-2022-21

Department(s): Customer Services

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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

This report provides Members of Council with the highlights, overall results, and trends for the second quarter of 2022 for the Customer Services Department

### Background

The Customer Services Department provides Members of Council with quarterly results which include volumes, trends, key project updates, and highlights related to service delivery.

### Discussion

Some of the highlights in the Customer Service department are as follows:

#### Overall Volumes and Trends

- Calls offered to the Customer Service Centre and satellite locations were significantly higher (9356 or 46%) in Q2, 2022 (29,594) when compared to Q2, 2021 (20,238).
- The overall volume of emails in the 2<sup>nd</sup> Quarter (1,855) has decreased from the 2<sup>nd</sup> Quarter of the previous year (2,689). With facilities re-opening, and less restrictions to service provisions, less emails were received in Q2 2022, but still higher than prior to the pandemic.
- The handling time of each call continues to be higher than the previous year (4:04 minutes per call in Q2 2022 vs. 4:02 minutes per call in Q2 2021 and 3:15 minutes in 2020). Increased one-on-one time with each contact is attributed to more detailed information requirements and higher than average volumes of more complex service requests.

- Forestry related service requests (506) is the highest type of service request across the Town of Newmarket in Q2, followed by Property Standard requests (446) and Requests for Parking Enforcement (409); Forestry requests & Property Standards are the top service requests in every ward.
- Forestry has shown a significant increase in service requests over the last 2 years, with requests for various services increasing from 298 in 2020, to 589 in 2022 (January 1 – June 30). In Q2, Forestry related contacts were predominantly made up of Tree Protection Bylaw inquiries and removal applications (306), Boulevard tree maintenance (206), LDD moth (201) & Tree Pruning requests (102)
- Across the entire Town, there has been a continual increase in service requests year over year. When compared with 2018 data, we have seen a 24% increase in total service requests in Q2.
- Despite the increase in service requests reaching high levels, the CSC continues to maintain a *1<sup>st</sup> Point of Contact Resolution* percentage between 89%-92% since 2018. Year to date, 92% of all contacts made to the Customer Services department are resolved by the initial Associate, and do not require outside department assistance. Only 8% of all contacts are assigned to Newmarket departmental/program staff for a second-tier response. The high first instance resolution rate allows departments to focus time and resources on their regular daily responsibilities.
- Both residents and non-residents continue to seek marriage licences from the Town of Newmarket. The number of marriage licences issued in Q2 has increased 77% when compared to pre-pandemic Q2 data.
- Increased volumes of calls, length of calls, service requests and marriage licences continue to strain the service levels delivered by the Customer Service Centre (our goal is 80% of calls answered within 20 seconds). Service levels, which were always at or above 80% pre-pandemic, have dropped to 75% and are trending 65% at the end of Q2, 2022.

## Conclusion

The Customer Service Department 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**

Q2 Volumes and Trends Graphics (5 Pages)

## **Contact**

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## **Approval**

Hayley Fryer, Supervisor, Customer Service Centre

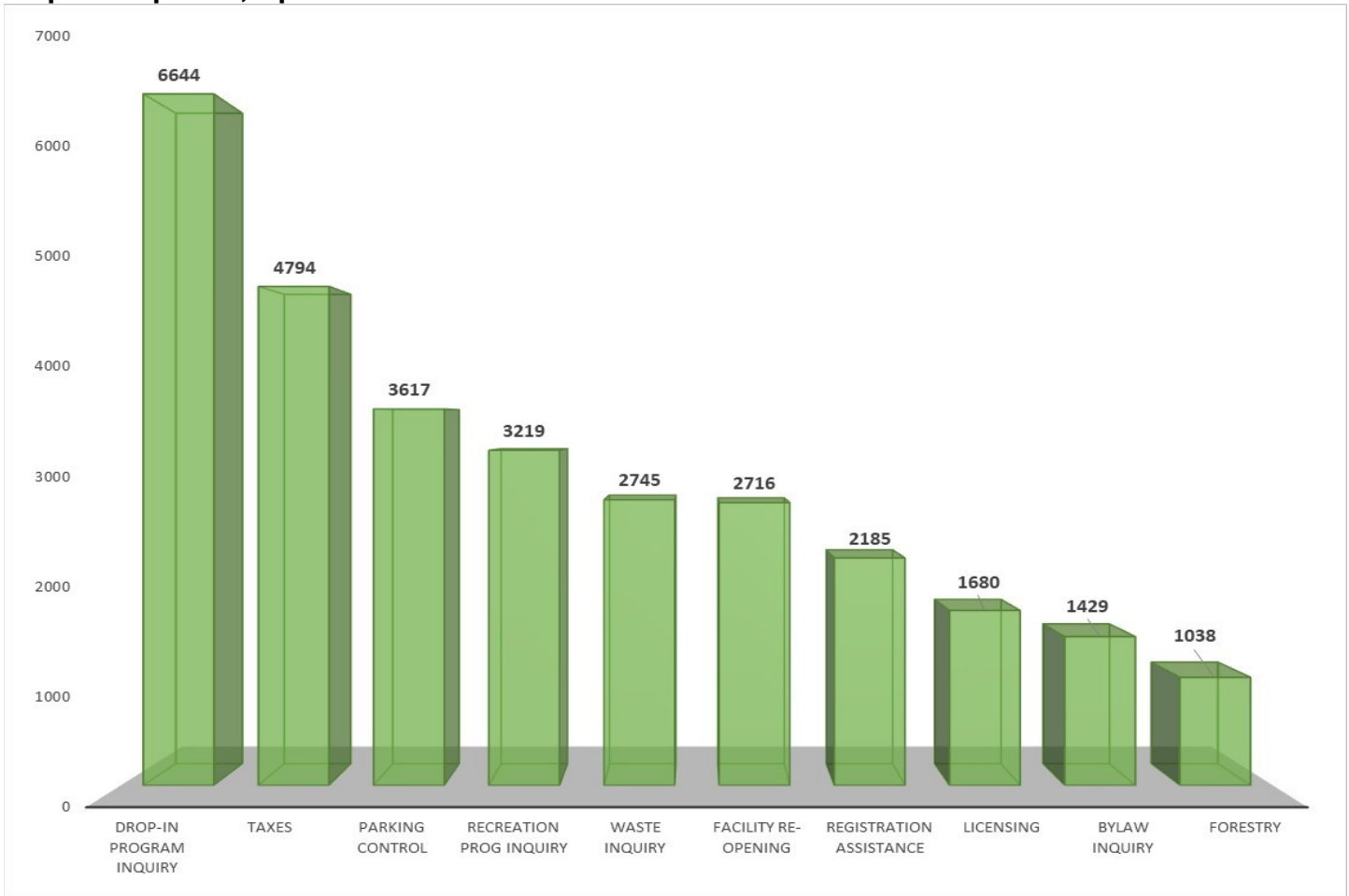
Jamie Boyle, Supervisor, Customer Service Satellite/ Kiosks

Bonnie Munslow, Manager, Corporate Customer Service

Jeff Payne, Commissioner, Community Services

# Overall Volumes and Trends

## Top 10 Inquiries, April - June 2022



During the second quarter of 2022, over 26,600 calls, walk-ins, emails, and social media inquiries came to the Customer Service Centre and satellite locations. The highest volume of contacts was related to Recreation drop-in programming (6,644), Tax inquiries (4,794), Parking Control (3,617), & Recreation Program inquiries (3,219). Licensing inquiries (1,680) were primarily Marriage License inquiries and Death registrations. The Customer Service Centre and Customer Service Satellite/ Kiosks received a high volume of inquiries from residents eager to return to recreation programs.

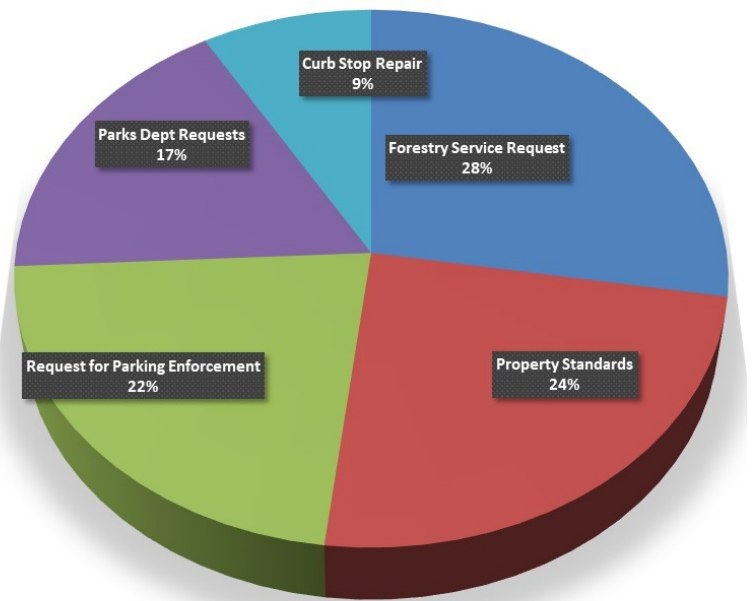
## Town Wide

### Top 5 Service Requests for Q2 2022

Town wide, the top service requests in Q2 2022 were Forestry requests, followed by Property Standards, Parking Enforcement & Parks department service requests.

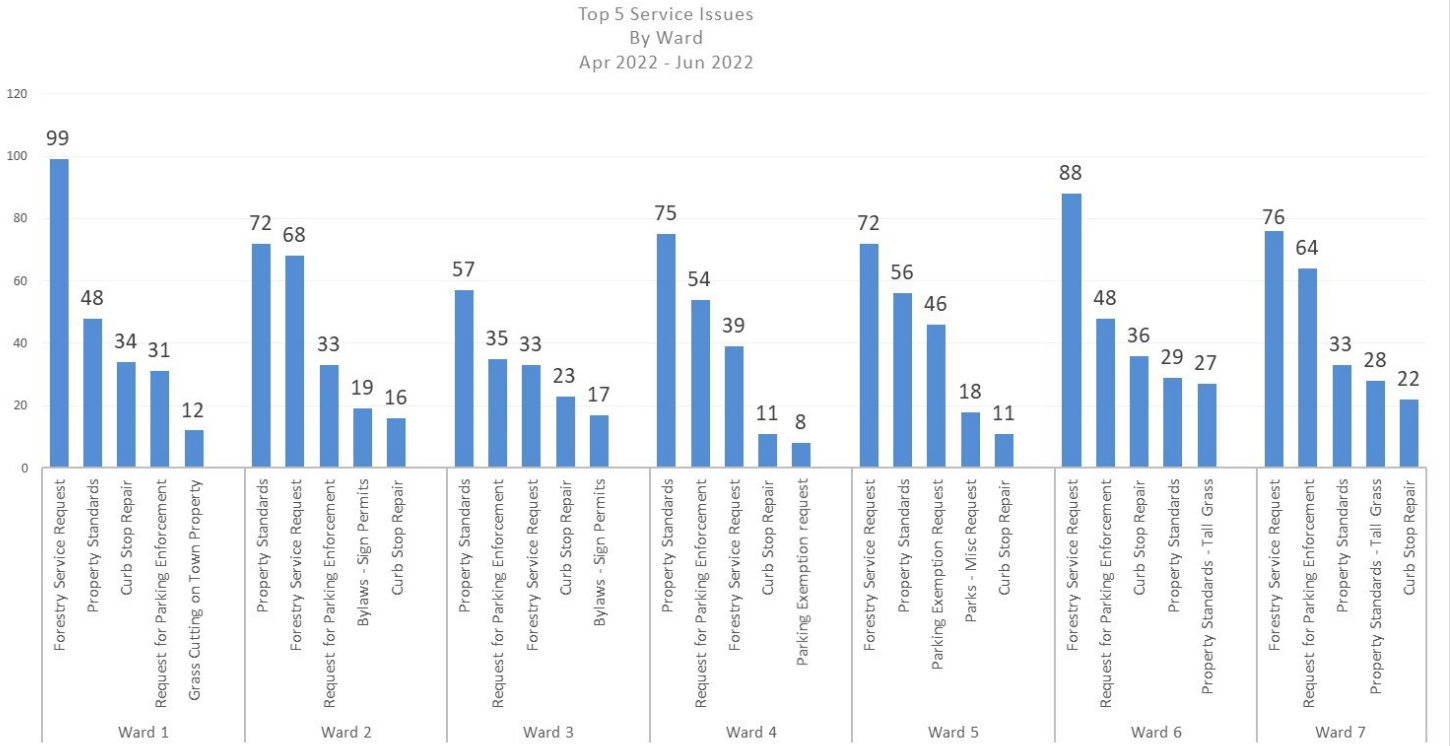
Forestry related contacts were predominantly made up of Tree Protection Bylaw inquiries and removal applications (306), Boulevard tree maintenance (206), LDD moth (201) & Tree Pruning requests (102).

Forestry Related contacts are steadily increasing. In Q2, 1038 forestry related inquiries were received, of which 506 service requested were made.



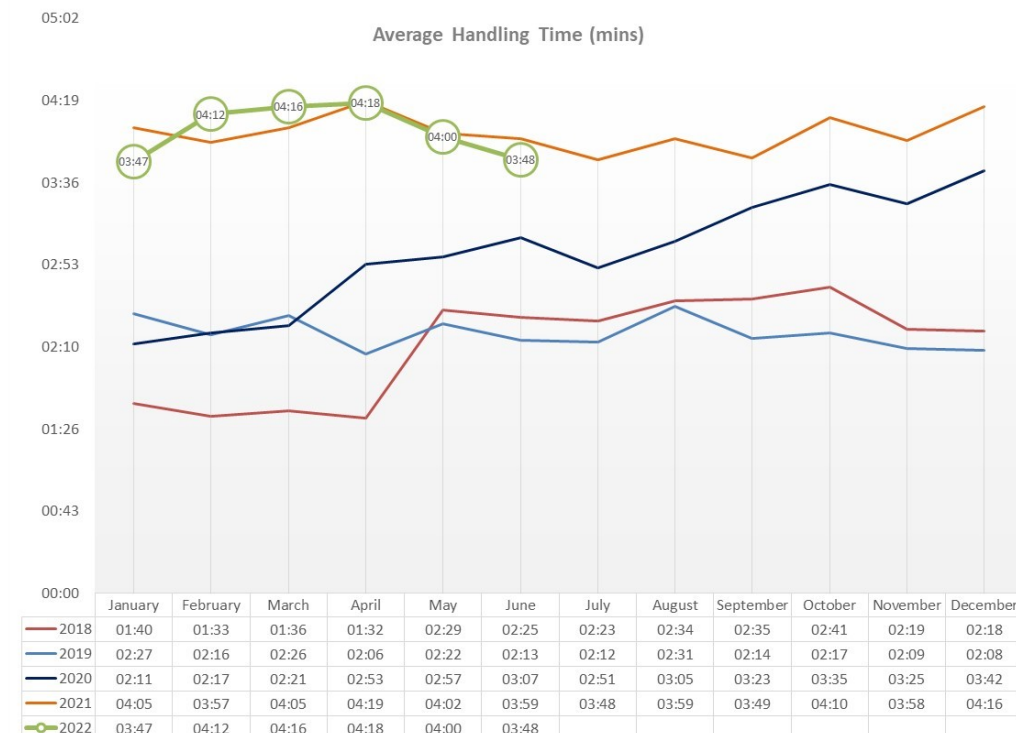
# Overall Volumes and Trends

## Top 5 Service Requests for Q2 2022 by Ward



Forestry related service requests & Property Standards service requests are prevalent across all wards in the 2nd Quarter of 2022, and top 2 in almost each ward. Requests for parking enforcement remain another top request in each ward. All other service requests are consistent with previous year's quarterly data.

## Average Handling Time of Customer Calls

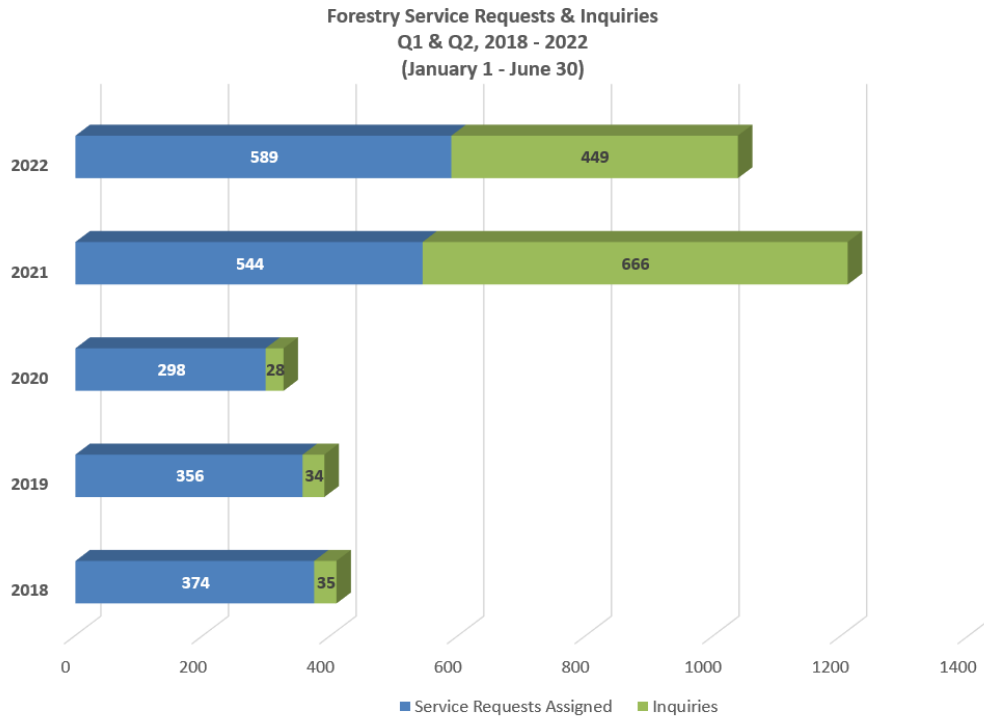


The average time spent on each phone call to the Customer Service Centre plateaued in Q2 of 2022 and has started to show a slight decrease in the length of time spent handling each call.

With the increase in service requests each year, customer's requests are becoming more detailed and require longer one-on-one time to actively listen, process and resolve issues. It is expected that with the return to regular service provisions, as we continue to move out of the pandemic, call handling time should slowly decrease.

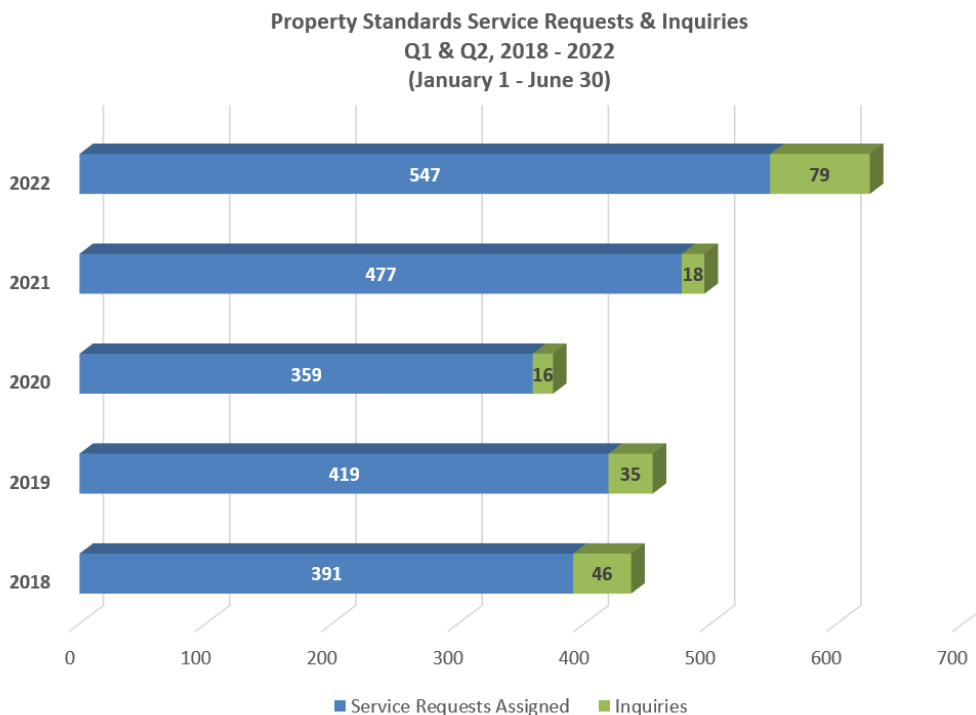
# Overall Volumes and Trends

## Service Requests & Inquiries



The Forestry department has been experiencing a steady increase in both inquiries and service requests over the past 2 years. These increases are primarily driven by the introduction of LDD moth communications and related service requests, as well as the new Private Tree By-law and resulting tree removal applications. The Forestry department saw an increase of almost 250 service requests throughout Q1 & Q2 between 2020 and 2021. To date, Forestry service requests are trending 8% higher when compared with the same period in 2021 (Jan. 1—Jun 30).

The Property Standards division is another area which has received an increasing volume of service requests over the last several years. Property Standards service requests are 40% higher in the first half of 2022 when compared with 2018 data. Tall grass is the most prevalent property standards complaint.

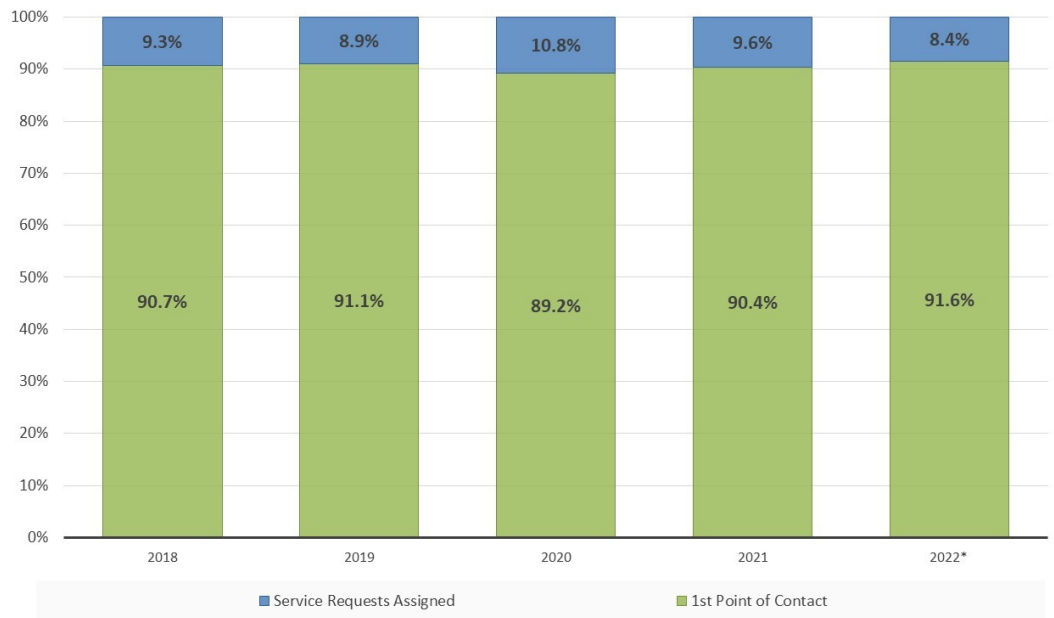


# Overall Volumes and Trends

## Customer Service—1<sup>st</sup> Point of Contact Resolution vs. Service Requests Assigned

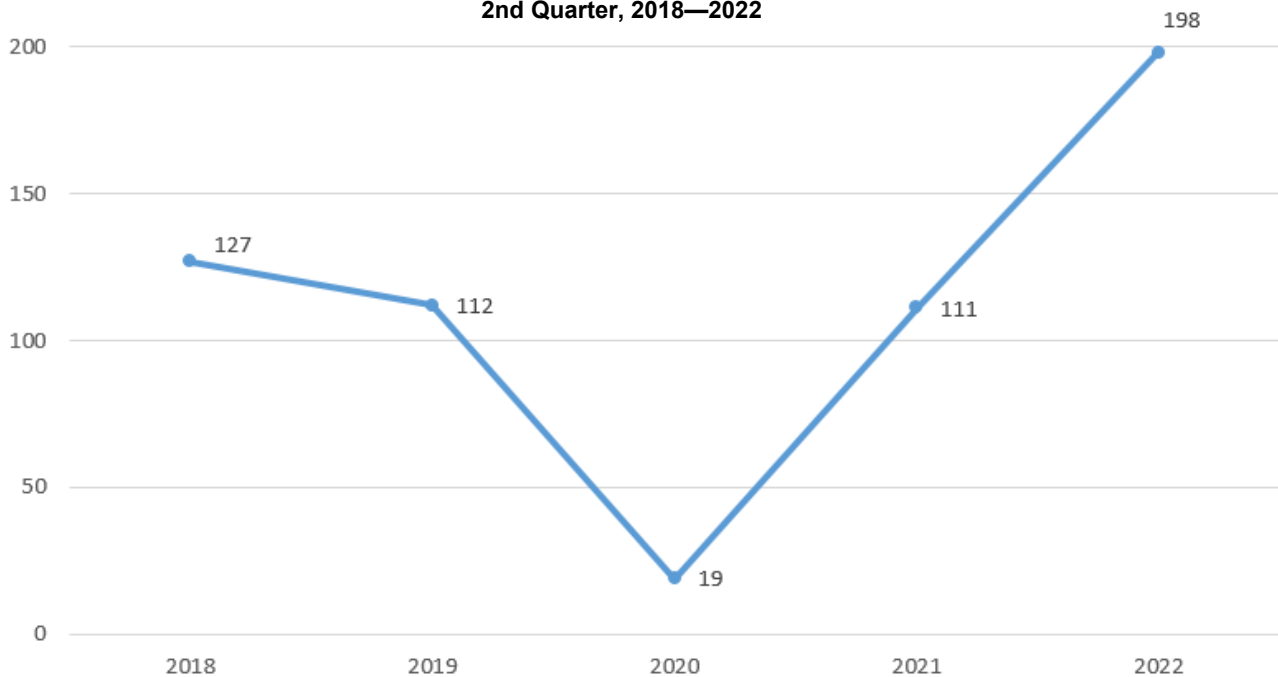
1st point of contact resolution measures how many customers the Customer Service Centre provides services for versus customer requests that require action outside of the Customer Services department via a CRM service request.

Since 2018, the Customer Service Centre has averaged between 89% – 92% 1st point of resolution. This means between 89% – 92% of all contacts that come to the CSC via phone, walk-in, email and social media are resolved on the spot, by the initial associate.



## Customer Service— Marriage Licences Issued

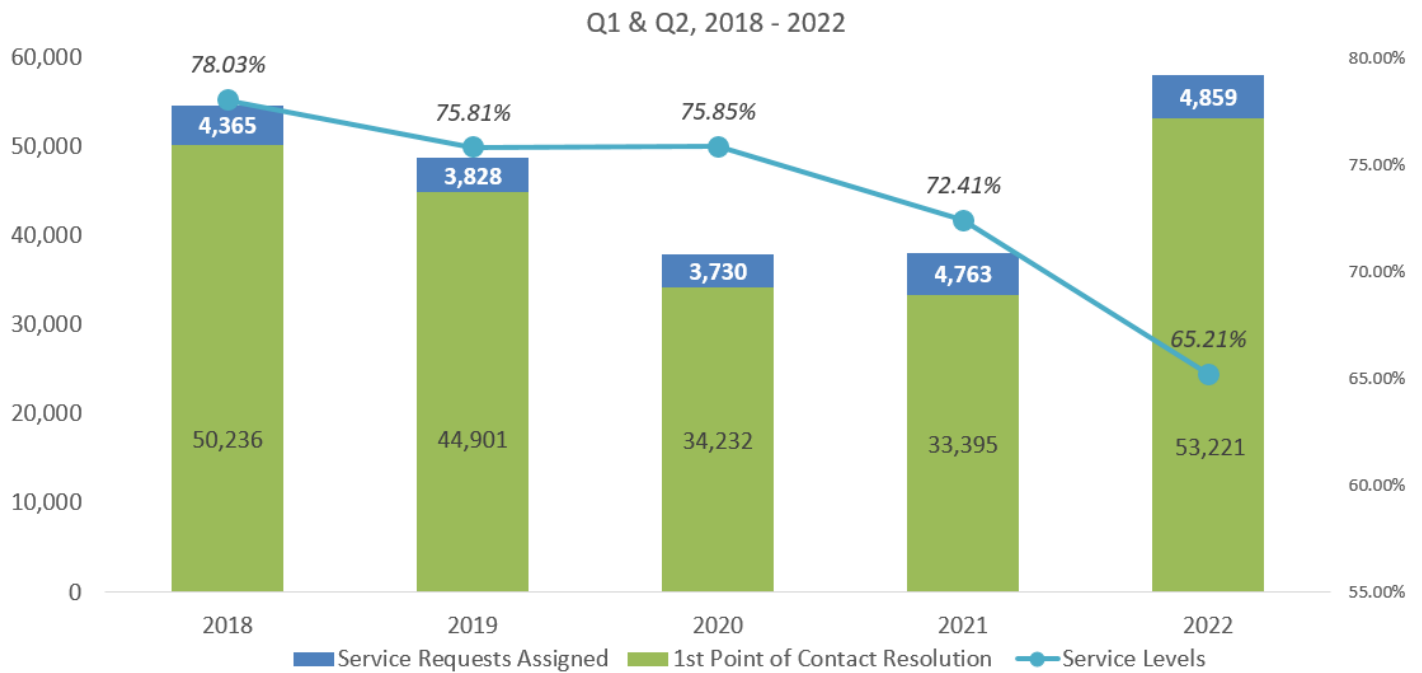
2nd Quarter, 2018—2022



The Customer Service Centre has seen a significant increase in the number of marriage licences issued. In the second quarter, the issuance of marriage licences has increased 77% when compared with pre-pandemic levels. This increase is a result of postponed marriages in addition to a decrease in this service from surrounding municipalities. In 2021 we began charging a non-resident fee for this service and we continue to see approximately 50% of customers coming from areas outside of Newmarket. Marriage Licences take considerable resourcing to issue given the complexity and high attention to detail required.

# Overall Volumes and Trends

## Customer Service— Total Contacts, Service Requests and Service Levels



Total Contacts is calculated by the sum of all calls answered, counter (walk-ins & payments), emails & social media contacts. Service Requests are all contacts that are assigned to outside departments for resolution via the CRM ticketing system. Service levels are a measurement of the percentage of calls answered within 20 seconds. The Town of Newmarket’s goal is 80% of all calls answered in 20 seconds.

Service Requests requiring outside resolution, have a longer duration per call. Contacts that are assigned past a 1st level of resolution, require CS Associates to spend longer on each assignment. Investigation, monitoring, action and resolution can take hours, days and sometimes months from 1st point of contact to resolution, and the customer updated, depending on the issue.

The Customer Service Centre is on pace to receive more Service requests in a calendar year than prior to the pandemic closures. Increased demand from residents has lead to longer one-on-one handling time with each contact, impacting service levels.