



**TOWN OF KINGSVILLE
REGULAR MEETING OF COUNCIL
ADDENDUM**

Monday, April 28, 2025, 6:00 PM

Unico Community Centre

37 Beech Street

Kingsville, ON N9Y 1A9

View Livestream at the time of the proceedings at
<https://www.kingsville.ca/livestream>

For information pertaining to this agenda or to arrange for any additional accessibility needs please contact the Clerk at atoole@kingsville.ca

Pages

J. Presentations

- *3. 1Q Customer Service Update - Manager of Finance/Deputy Treasurer & Customer Service

Q1 2025 Customer Service Status Update

April 28th 2025

Background on Customer Service

- **Council identified Customer Service as ‘its #1’ priority in 2022.**
- **2023/2024 tasks completed:**
 - Adoption of Customer Service Standards
 - Addition of Customer Service staff & assigned a Supervisor of Customer Service
 - Development of a centralized ‘Customer Service’ intake (ie requests@kingsville.ca)
 - Addition of after-hours support service
 - Customer service training
 - Creation of “Commonly Asked Questions” database to assist front-line staff
 - Defining an internal work task versus a Customer request
- **New Customer Service Staff focused on:**
 - Provide back-up support to front-line administrative positions
 - Focus on customer request turnaround, tracking and accountability
 - Assisting Drainage Superintendent to meet service demands (2 days per week)
- **May 2024 Status update at Committee of the Whole**

What we've heard from Council (Start of 2025)

Still work to be done.....

- Too many service requests are slipping through the cracks
- Customer are not receiving call backs on completed work
- Need to set expectations when work is to be completed
- Not every customer receives a request tracking number

What might our Customers ask?

Municipal Services

- Road Maintenance & Traffic
- Water Services
- Wastewater Services
- Storm Sewers
- Building Services
- Planning Services
- Fire Services
 - Inspections, Permits, Emergency Response
- By-law Enforcement
 - Property Standards, Noise, Parking, etc.
- Licensing / Permits
 - Marriage, Short Term Rental, Taxi, Lottery, etc
- Cemetery & Burial Services
- Animal Control / Removal of Dead Animals
- Tree Planting / Removals
- Park / Facility / Beach Maintenance
- Park / Facility Bookings
- Sidewalk / Trail Maintenance
- Marina Services
- Garbage/White Goods/Organics
- Recreation Programs
- Events & Festivals
- Taxes & Water Billing
- Legal Services
 - Damage to Private Property, Accident Claims
- Capital Project Management
- Drainage
- Traffic Concerns
- Freedom of Information Requests
- Indemnity Deposits / Encroachment Permits
- Public Information Sessions
- Economic Development Services

Non-Municipal Services

- County Road Projects / Maintenance
- County Drainage
- Library, EWSWA, TWEPI, Invest WE, ERCA
- Water quality (UWSS)
- Utility Complaints – Gas, Electric, Cable, Internet
- Provincial/Federal Government Services
- Social Services / Housing
- Service Clubs
- Private Events
- Complaints about Private Businesses
- Private property issues

When will you receive a request tracking number?

TRACKING NUMBER

Municipal Services

- Customer requested investigation
- Complaints/Suggestions
- Engineering Permits & Deposits
- Issues with Non-Municipality Infrastructure (County, Utility, etc)
- Licenses – STR & BRLH

Planning Applications

Building Permits

Facility Rentals

Programing

NO TRACKING NUMBER

Municipal Services:

- General & Simple Inquires
- Tax & Water Account Inquiries
- Licenses – Dog, Marriage, etc

How we have responded (2025)

- Creation of Manager of Customer Service and CAO's direct involvement,
- CAO has met with each Department to emphasize importance of customer service,
- Provide Senior Management Team with weekly Status updates, highlighting concerns, and providing data statistics.
- Attend weekly Senior Management Team meeting to bring forward discussion on processes, recommendations and gaps that need to be addressed.
- Customer Service Office Admin Staff now 100% dedicated to customer service engagement,
 - i. Contact customers of completed work,
 - ii. Follow up with the department supervisor if the customer has further complaints or issues,
 - iii. Update customers if the original expected completion date has changed,
 - iv. Monitor and escalate to Directors/CAO if requests become past due based on **projected completion date**.
- Communication to outside staff to increase documentation
- Creation of a “**Status**” **identifier** in our tracking tool that allows Department Supervisor to hand over to the Customer Service staff to provide follow the customer.

Customer Service vs Customer Service Levels

Customer Service

- Responding to their inquiry or concern in a professional manner and within appropriate period of time.
- Ensuring the customer is engaged of the status of their request. (i.e. communication)

Customer Service Levels

- The quality and responsiveness of service that we provide to our customers, which include response time and the ability to resolve within current policies, boundaries and Provincial or Federal guidelines.

EXAMPLE

Customer Comment:

“My road is not clear of snow.”

Our Response :

“We acknowledge your concern, however, we dispatch based on our Snow Removal Strategy and we will action your road within the next 48 hours.”



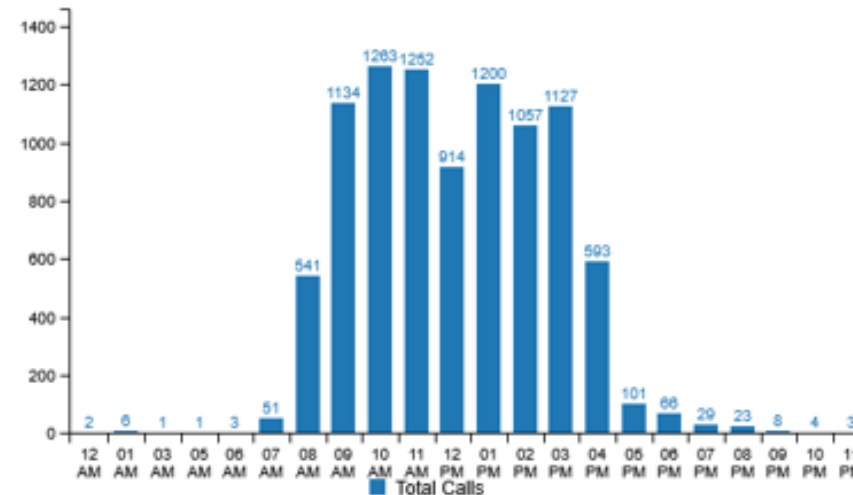
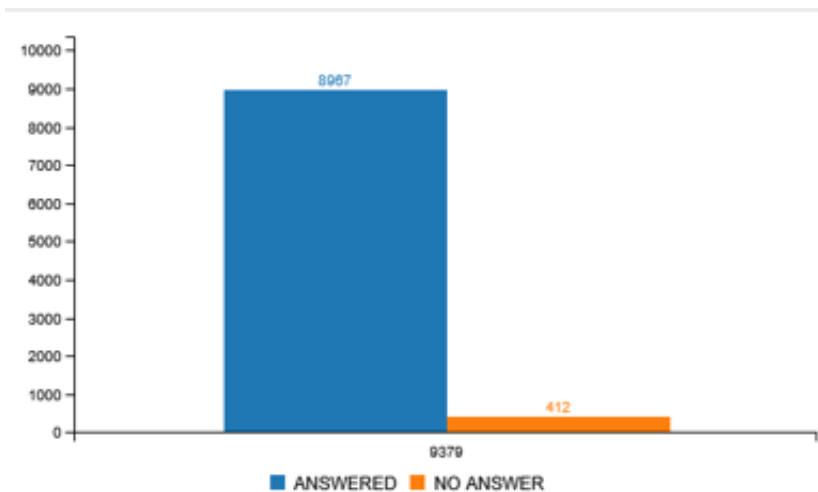
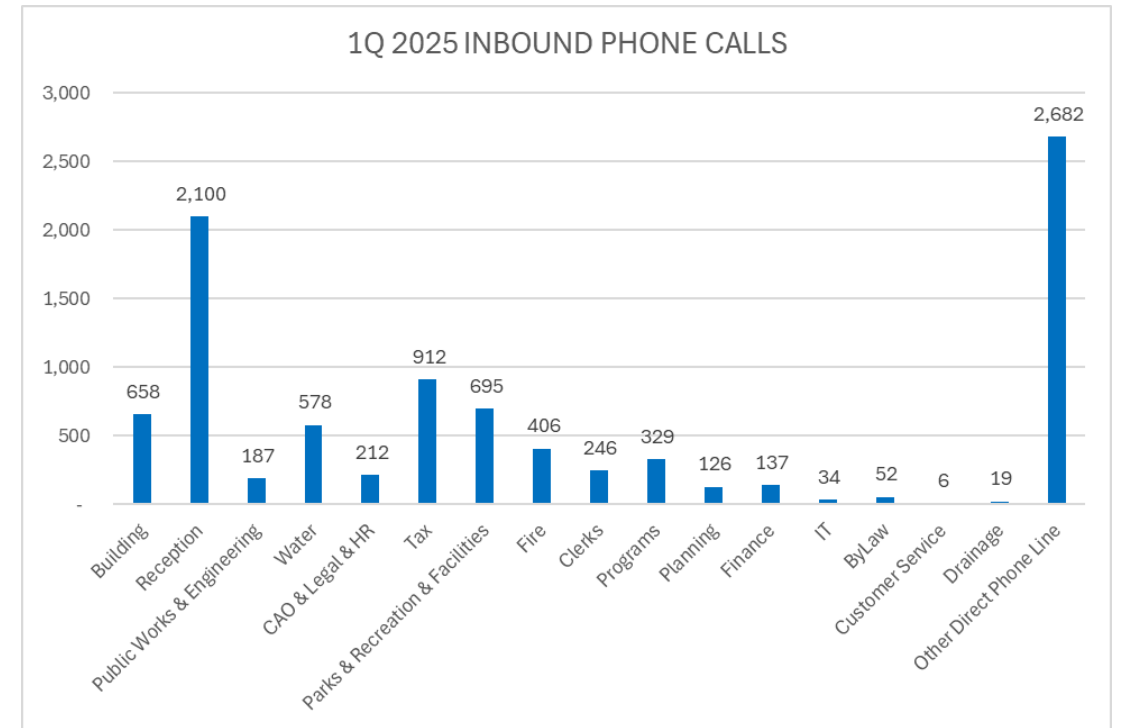
Challenges:

- Responsible for a wide variety of business units, makes standardized processes/training a challenge
- Gaps in Office Administration staffing (vacation, sick days)
- Staff Attrition (12 full-time office support “per budget” with 5 currently being supported by temp staff)
- No back-up coverage at Arena Facility & Fire South Station
- Timely Communication to Front Line staff (Non-Municipal & Municipal highlights)
- Onboarding and Ongoing Training specific to Customer Service tools, processes & customer interaction
- Balancing “efficiency” with “auditability” of customer interactions
- Review of Building and Planning customer service processes
- County no longer supports requests tool
- Managing Customer Satisfaction: Customer Service vs Customer Service Levels

1Q 2025 Statistics

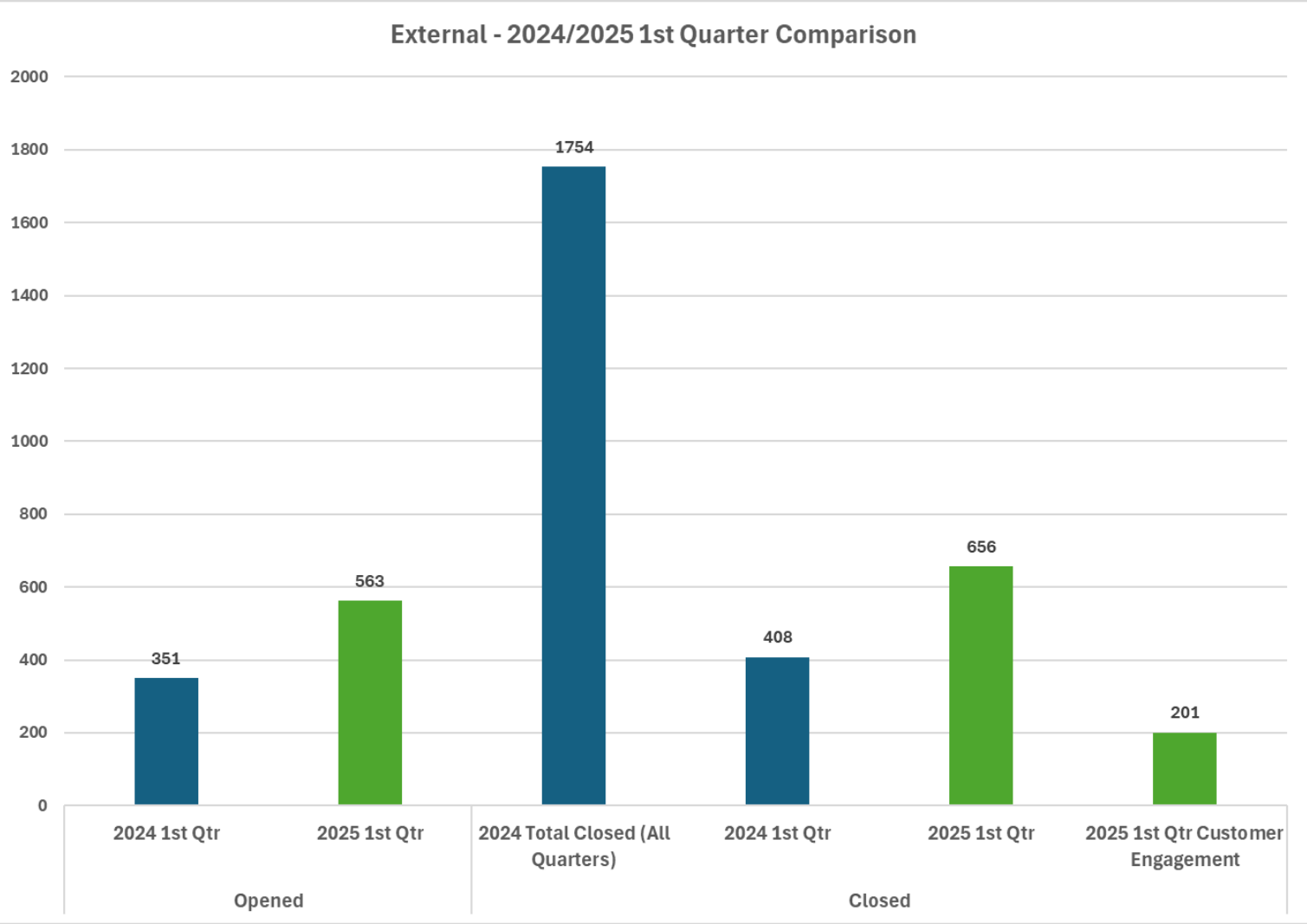
1Q 2025 Phone Data Statistics

- Total Inbound (Calls Received) = 9,379
- Of the Inbound calls = total MISSED is 412 (4%)



Customer Requests – 1Q 2025

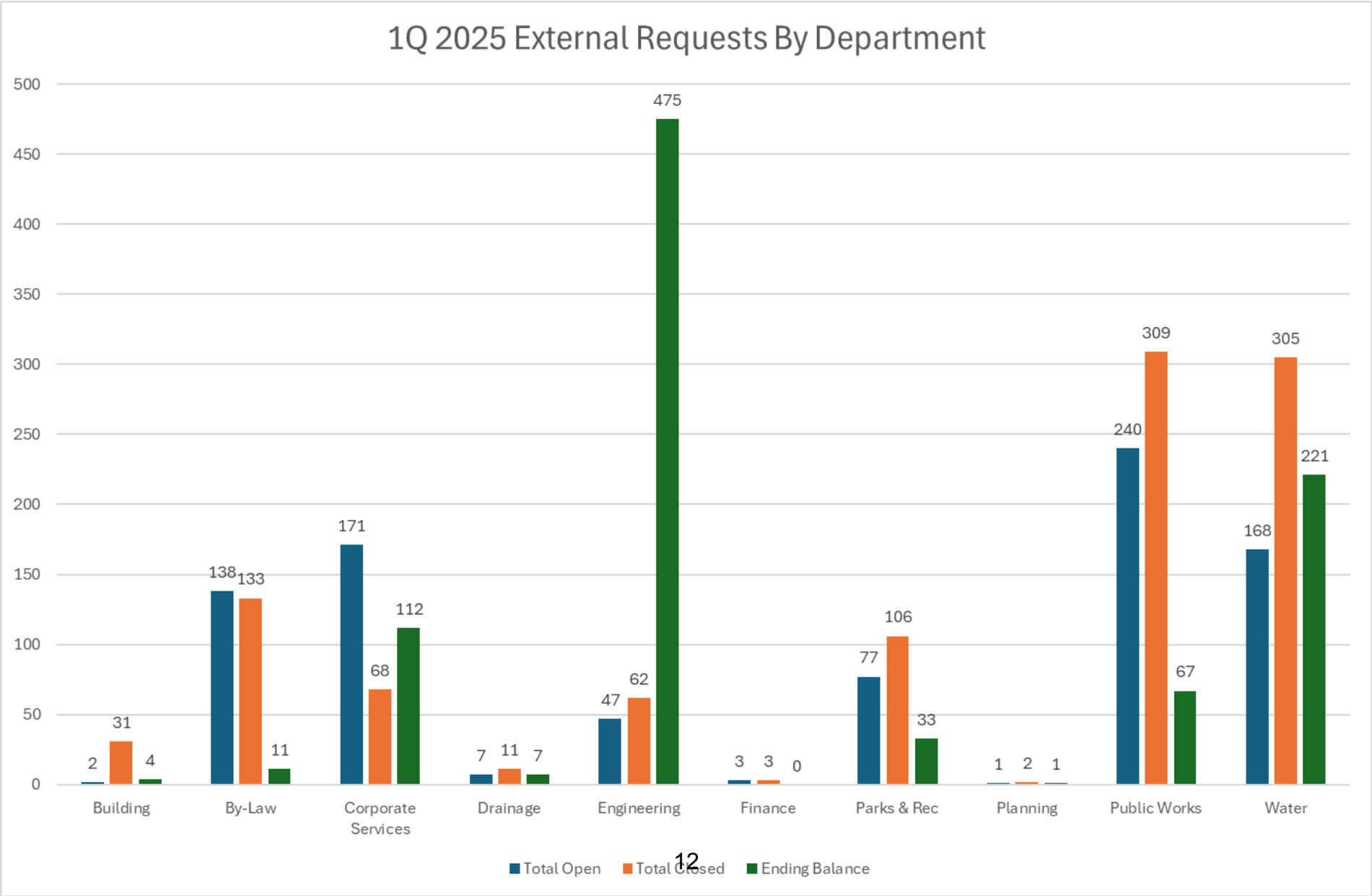
External - 2024/2025 1st Quarter Comparison



1Q 2025 Activity

Opening Balance (Jan 1st)	External 824	Internal 283	Total 1107
YOY Increase	12%	78%	24%
Tickets Opened	External 563	Internal 291	Total 854
YOY Increase	60%	83%	67%
Tickets Closed	External 656	Internal 374	Total 1030
YOY Increase	61%	99%	73%
Ending Balance (March 31st)	External 731	Internal 200	Total 931
YOY Increase	8%	54%	16%

Requests tracked by Department



SUMMARY

- We treat every person or business as our customer
- We assist all customers in every request
- We set a projected completion date (varying 3 – 14 days) and communicate to the customer if the date will be extended longer
- Customer Service is monitoring tasks to ensure they are completed within expected date.
- Not all customer inquiries or requests receive a tracking number.
- Customers may not always be satisfied with our level of service
- Process, policy or other concerns are brought forward and discussed with Senior Management Team

Next Steps

- Exploring New Customer interaction tracking tools
- Focus on actioning & monitoring customer requests
- Filling staffing vacancies
- Creating training and education for current and new staff
- Engage with neighbouring municipalities to understand best practice
- Review customer service engagement with Planning/ Building/ Facilities & Programs

Thank you for
your time

Q& A

