

The Corporation of the Town of Ajax

GENERAL GOVERNMENT COMMITTEE



Monday, January 13, 2025

Open Meeting at 1:00 p.m.

Closed Session to follow immediately after open session

Hybrid Meeting

Council Chambers, Town Hall

65 Harwood Avenue South

PRESENTATION MATERIALS

Alternative formats available upon request by contacting:

accessibility@ajax.ca or 905-619-2529 ext. 3347

Hybrid Meeting: This meeting occurs in person and open portions will be live streamed for viewing at www.ajax.ca/live. Electronic participation is permitted pursuant to Council's Procedure By-law and may be arranged by e-mailing clerks@ajax.ca.

6. Presentations

6.1 CS-2025-02: New Customer Service Standards

~N. Cooper, Deputy Chief Administrative Officer / J. Grossi, Municipal Clerk

New Customer Service Standards

Background

- Ajax Customer Service Strategy was approved in December 2023
 - Defining the Experience
 - Deploying Tools
 - Elevating Service Delivery
- Current Customer Service Standards were last updated in 2017
 - Updates required due to introduction of new technologies, emergence of self-serve options, and changes in customer behaviour and preferences

Transition into Separate Policies

Corporate Customer Service Standards

- Clearly defined standards for staff using all communication channels

Accessible Customer Service Standards

- Addressing a variety of accessibility considerations for staff when they are interacting with a customer who may have a visible or invisible disability

Who do these apply to?

- All Employees
 - Full-time, part-time, permanent, temporary, casual, and students
- Interactions with all Customers (internal and external)
 - Employees, Residents, Members of Council, Volunteers, Visitors, etc.
- Not applicable to Members of Council interactions with customers, which are governed by their Code of Conduct and Council Constituent Inquiry Requests work instruction

Communication Channels



TELEPHONE



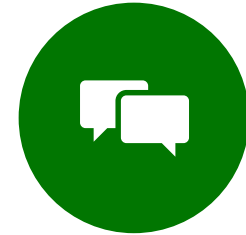
WRITTEN
COMMUNICATIONS
(MAIL AND FAX)



E-MAIL



IN-PERSON



CORPORATE
COMMUNICATION
TOOLS

Development and Modernization

- Customer Experience Team
 - Corporate committee comprised of staff from all departments who have been identified as subject matter experts and customer experience champions
- Municipal Benchmarking
 - Identified best practices in the local government sector and incorporated lessons learned from municipal comparators
- Innovation
 - Continue to identify areas for improvement and monitor best practices

Next Steps

- Internal training development and deployment
 - Both current staff re-training opportunities, and new hire training
- Continuation of Customer Service Strategy implementation
 - Customer Relationship Management (CRM) system procurement underway and expected to come to Council for award in March
- Data and metric gathering to measure and monitor performance against the standards and influence additional policy development

Jaclyn Grossi

*Municipal Clerk
Corporate Services*
