



# Project Update: **Service Excellence Framework**

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Community Services  
**Customer service**

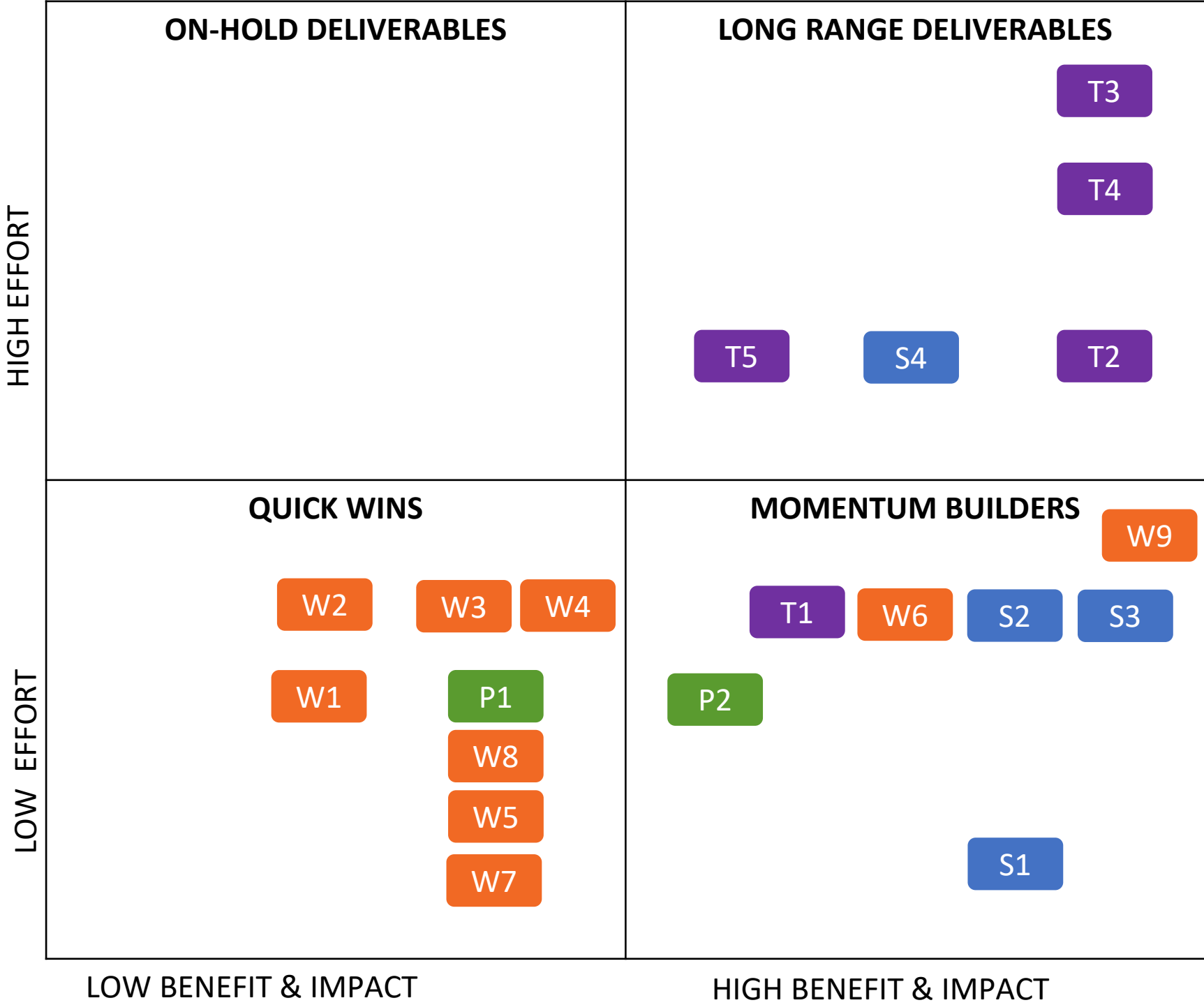
Presented By  
**Cassandra Tornabene**

April 2, 2025

# Summary

- Customer Service Professionals Network (CSPN) was engaged in 2023 to collect key data on current state of service at the Town and provide actionable recommendations for optimal future state.
- Recommendations Report brought before Mayor and Members of Council in October 2023.
- Report outlined steps to be taken based on available data, resident and staff feedback to improve the overall citizen experience.
- An update report was to be provided to Mayor and Members of Council in approximately 1 year.
- Action has been initiated on all 20 recommendations outlined.

# PRIORITIZATION MATRIX



**Legend**

- Strategy (Blue box)
- Workflow (Orange box)
- People (Green box)
- Technology (Purple box)

ID	Recommendation
S1	Conduct staff engagement / information sessions for the new service excellence strategy.
S2	Develop internal / external customer service level standards.
S3	Develop Key Performance Indicators (KPIs) and a Customer-Focused Performance Measurement Framework.
S4	Capture customer feedback and satisfaction levels.
P1	Develop a cross-functional Customer Experience committee.
P2	Train employees on customer service skills and fundamentals.
W1	Develop customer service policies on turnaround standards and follow up protocol.
W2	Develop customer service scripts and customer interaction guides / templates for employees.
W3	Develop standardized procedures and policies for absences.
W4	Develop standardized procedures and policies for meetings and consultations.
W5	Create a centralized information repository.
W6	Develop formal SLAs for collaboration between departments.
W7	Modify organizational chart and create reference tool.
W8	Create internal communications procedures from leadership and between departments.
W9	Develop supporting customer service material documentation.
T1	Implement Customer Service Initiatives identified through the IT Digital Strategy.
T2	Continuously review and update the Town website as it relates to the customer experience.
T3	Implement a Customer Relationship Management (CRM) IT system.
T4	Expand self-serve / digital options for customers.
T5	Continue to update key service channels to ensure accessibility for all customers.



# Key Highlights

# Accessibility



## Desk Reconstruction

A modernized, unified space for service points, built in accordance with AODA regulation to enhance visitor experience.



## Interpretive Services

Interpretive Services offered on demand in over 240 languages.



## In Progress: Assistive Devices for Hard of Hearing Individuals

Exploring various assistive device options to support hard of hearing individuals.

# Communication



## Auto Attendant Review

Auto attendant review conducted and improvements to citizen experience implemented.



## Centralized Email Response

Creation of several shared inboxes to streamline communication channels and response times and training guide provided.



## Web Updates

Quarterly reviews on existing webpages in accordance with AODA, content, etc.  
  
New webpages and e-forms continue to be established.



# Key Project – *Service Request Modernization*

**Through review of existing processes, the need for an improved service request manager was identified.**

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*This project aims to take a GIS based approach to improving service delivery and ensures that as the Town scales and grows, we can continue to provide an excellent resident experience.*

# Expected Outcomes

- **Added communication channel** for residents to communicate with the Town – this program will be both internal for staff and external for the public\*.
- **Ability to work with partner data** to qualify jurisdictional responsibility.
- Ask **service specific questions** to obtain relevant details for efficient response by staff.
- **Automated reporting** including the use of dashboards.
- Ability to auto generate **citizen feedback** requests once service has been completed to collect insights on satisfaction levels.
- **Visibility** for Customer Service-related inquiries and access to municipal service.



# Proof of Concept: Intake of Service Request






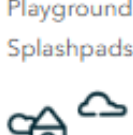



Staff and residents can easily select the nature and location of their service request.

Submit a New Service Request

## Step 1: What and where is the problem?

It is important to provide as much detail as possible regarding the complaint or violation (ie. nature and description of complaint, description of the violation, date of the violation, etc.). Lack of information may result in delays in response time and resolution.

### Service Request Category\*

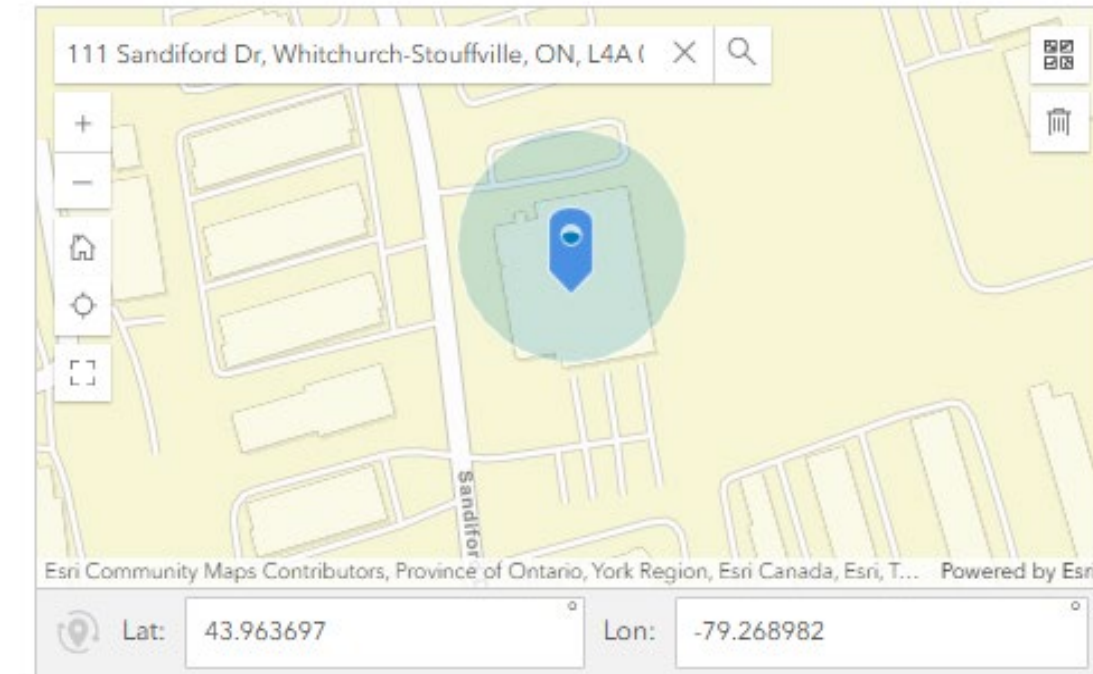
<input type="radio"/> Trees & Horticulture 	<input type="radio"/> Roads & Sidewalks 	<input type="radio"/> Signs, Signals & Streetlights 
<input checked="" type="radio"/> Water 	<input type="radio"/> Animal Services 	<input type="radio"/> Parks, Playgrounds & Splashpads 
<input type="radio"/> Parking 	<input type="radio"/> Waste Collection 	<input type="radio"/> Winter Maintenance 

### Service Request Type\*

Water Pressure

### Location of Reported Issue\*

Search address or select location on map



### Selected or Nearest Address

111 Sandiford Dr, Stouffville, Ontario, L4A 0Z8

### Unit/Suite Number

If applicable

### Attach Photo(s)

Optional

Drop image here or select image



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# Proof of Concept: Intake of Service Request Cont'd..

Service specific inquiries can be collected based on the nature of request.

Residents can tell us how they'd like follow up from Town staff.

Submit a New Service Request

### Step 2: Tell us more about your water pressure issue

1. Are the pressure issues occurring with hot water, cold water or both?\*

Cold  Hot  Cold & Hot

2. Do you have any water filtration systems/filters?\*

Yes  No

If yes, have you tried to bypass the filtration systems?\*

Yes  No

3. Is this low water pressure occurring throughout the entire house?\*

Yes  No

4. Please provide us with a brief description of what you're experiencing\*

Water pressure is very low throughout the entire house especially on the second floor. I have a water softener that may be the issue.

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Submit a New Service Request

### Step 3: Requestor Information

First Name\*

Jane

Last Name\*

Doe

Primary Phone\*  
ex. 905-867-5309

905-640-1900

Alternate Phone

Address same as location of issue?\*

Yes  No

111 Sandiford Dr, Stouffville, Ontario, L4A 0Z8

Would you like us to follow-up with you on your request?\*

Yes  No

What is your preferred method of communication?\*

Phone  Email

# Request Submission

Residents receive a confirmation on request submission, as well as an email with service information and a case number.



## Service Request Received!

Hi Jane,

Thank you for submitting your service request. All service requests are attended to in priority sequence. To report a municipal emergency or problem that requires immediate attention such as damaged equipment that may pose a hazard, call the Town of Stouffville at 905-640-1900.

**Request summary:** Damaged or broken streetlight reported on Monday, March 10, 2025 3:59 PM located at or near 111 Sandiford Dr.

### Case #: 155948

Please reference the above case number when corresponding with Town of Whitchurch-Stouffville staff.

Thank You,

#### Stouffville Customer Service Team

111 Sandiford Drive, Stouffville ON L4A 0Z8

Telephone: (905) 640-1900

Toll free: 1 (855) 642-8696

Email: [customer.service@townofws.ca](mailto:customer.service@townofws.ca)

Submit a New Service Request



Thank You!

We've received your submission successfully. Please print or record the case number below so you can reference it when speaking with customer service.

**Case Number: 155948**

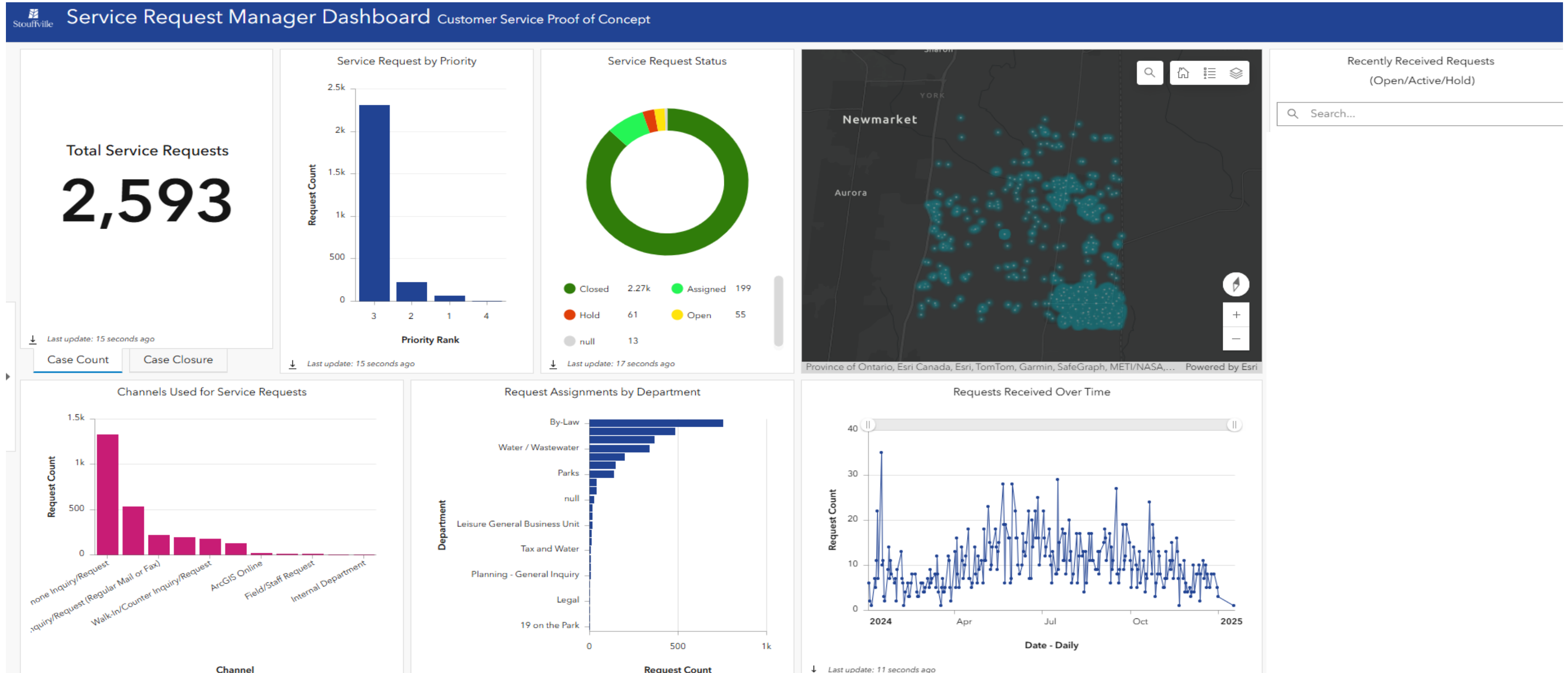
#### What's Next?

Your inquiry will be directed to the most appropriate department or staff to resolve your service request. If you requested follow-up communication, Town staff will reach out to you by the method you selected.

[Return to Town of Stouffville Website](#)



# Proof of Concept: Service Dashboard



# Next Steps



- ✓ Continue to **build out programming** and evaluate existing scripts.
- ✓ **Complete testing** to ensure functionality within each business unit.
- ✓ Conduct **staff training** and **deploy communications plan**.
- ✓ Launch SRM Modernization and continue to assess opportunities.

Thank you!  
Questions?