



# Council Report

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**Report Number:** CS2024-001  
**Meeting Date:** February 6, 2024  
**Title:** Customer Experience Strategy

**Author and Title:** Steve Babcock – Manager, Customer Service

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**Recommendation(s):**

**That** Report CS2024-001, **Customer Experience Strategy**, be received; and

**That** this recommendation be brought forward to Council for consideration at the next Regular Council Meeting.

**Department Head:** \_\_\_\_\_

**Financial/Legal/HR/Other:** \_\_\_\_\_

**Chief Administrative Officer:** \_\_\_\_\_

## **Background:**

The City launched the Em:Power program in 2022 to focus on opportunities and directions coming out of the Covid 19 pandemic. The three key areas of focus and transformation were Workplace, Technology, and Public Service. An initiative that was identified under the Public Service area was to create a Customer Experience Strategy.

The Customer Experience Strategy, attached as Appendix A, has been developed after extensive research across the public and private sector. An environmental scan and surveys were used to collect information and best practices to inform the strategy.

The Customer Experience Strategy will help ensure that the City of Kawartha Lakes has a prioritized framework to meet customer's expectations now and into the future.

## **Rationale:**

The Customer Service Division is committed to building trust and confidence in our customers by taking steps to improve how we deliver services to our customers.

Customer's expectations are changing at a rapid rate. Large organizations, such as Amazon, Walmart, and Apple have changed the way customers interact with service providers. The COVID-19 pandemic has also had a significant impact how municipal government engages with customers. Social media, digital self-serve portals, and chat bots are constantly evolving as new ways to engage customers. The Customer Experience Strategy identifies opportunities for the City to focus on as a starting point to improving transparency and engagement with our customers.

The Customer Experience Strategy is broken into the following sections:

- *Vision and Values:* in alignment with Council's Strategic Plan, the Customer Experience Vision and Values provides direction how we operate and what is important to us.
- *Connection to the Strategic Plan:* the Customer Experience Strategy falls under Good Governance.
- *Who are our Customers:* the City has various internal and external customers. It is important that we understand who our customers are and what they want.
- *Values Action Plans:* actions have been identified for each value to demonstrate our commitment to improvement.
- *Five Drivers of Customer Service:* the Five Drivers of Customer Service will be a key focal point to ensure that the City maintains a clear understanding of

services provided, within the City's jurisdiction, and a high level of customer satisfaction is achieved.

- *Measuring our Service Commitment:* performance measures have been established so that performance can be managed in a transparent manner.

The next step is to form a cross-functional Customer Experience Hot Team that will be responsible to identify and prioritize the action items in the strategy. Project implementation teams will be formed to create project milestones and set timelines. These teams will be responsible for managing the implementation of projects from beginning to end, with support of stakeholders as needed. Key Performance Indicators will be reported throughout to ensure that actions are having a meaningful impact on end goals.

The Customer Experience Strategy will be used as an internal working guide. Any actions that require Council approval will be brought back to Council through a separate report. The Customer Experience Strategy will be posted on the City's website and feedback from members of Council and the public is encouraged.

Staff remain committed to an annual update to Council on the City's Customer Service program. An update on 2023 activity is planned prior to end of Q2, 2024.

### **Other Alternatives Considered:**

There are no other alternatives considered at this time.

### **Alignment to Strategic Priorities**

The recommendations in this report align with the following strategic priority within 2020-2023 Kawartha Lakes Strategic Plan:

Good Government – The outcome of the Customer Experience Strategy will be a prioritized framework action plan that will increase efficiency and effectiveness of service delivery across all City services.

The Strategic Plan is available on SharePoint at the following link:

[Kawartha Lakes Strategic Plan 2020-2023](#)

### **Financial/Operation Impacts:**

There are no financial implications attached to the approval of this report

## **Consultations:**

Customer Service Team

Senior Management Team

Public (via survey)

Municipal Service Delivery Officials (MSDO) partners

## **Attachments:**

Appendix A – Customer Experience Strategy (DRAFT)



Customer Experience  
Strategy.pdf

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**Department Head:** Craig Shanks, Director of Community Services