

# 2023 Customer Service Performance

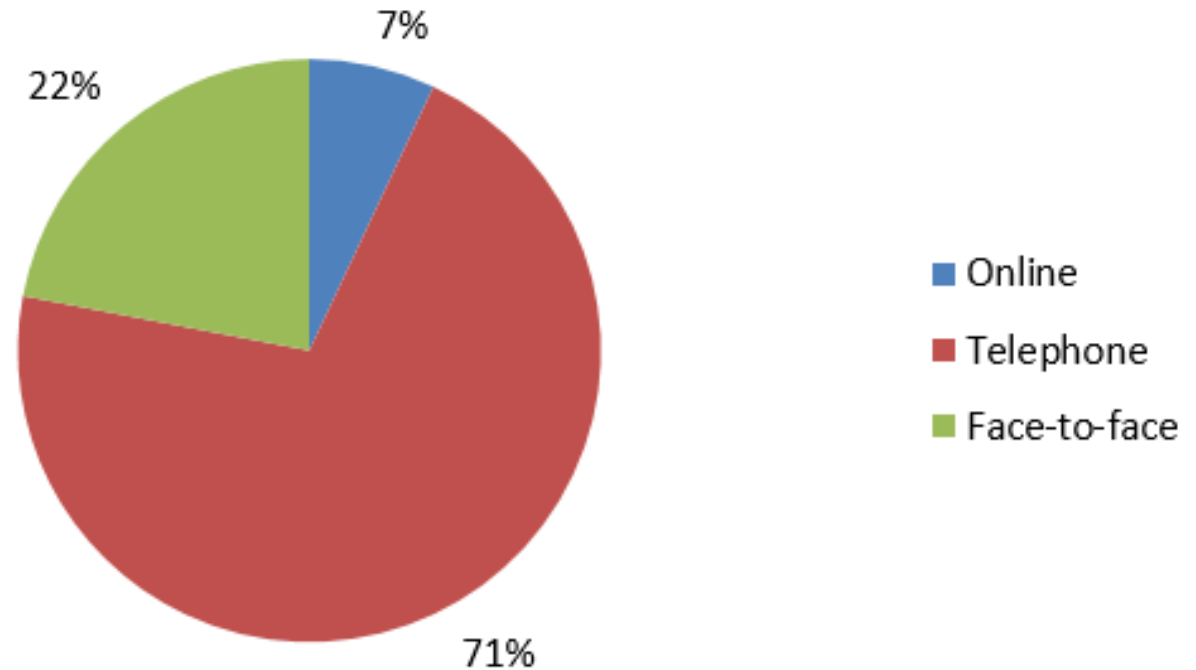
March 5, 2024

# Service Channel Distribution

We are a multi-channel hub, offering services online, in person, and over the phone.

**% of Volume Per Channel**

Coming soon... Social Media!

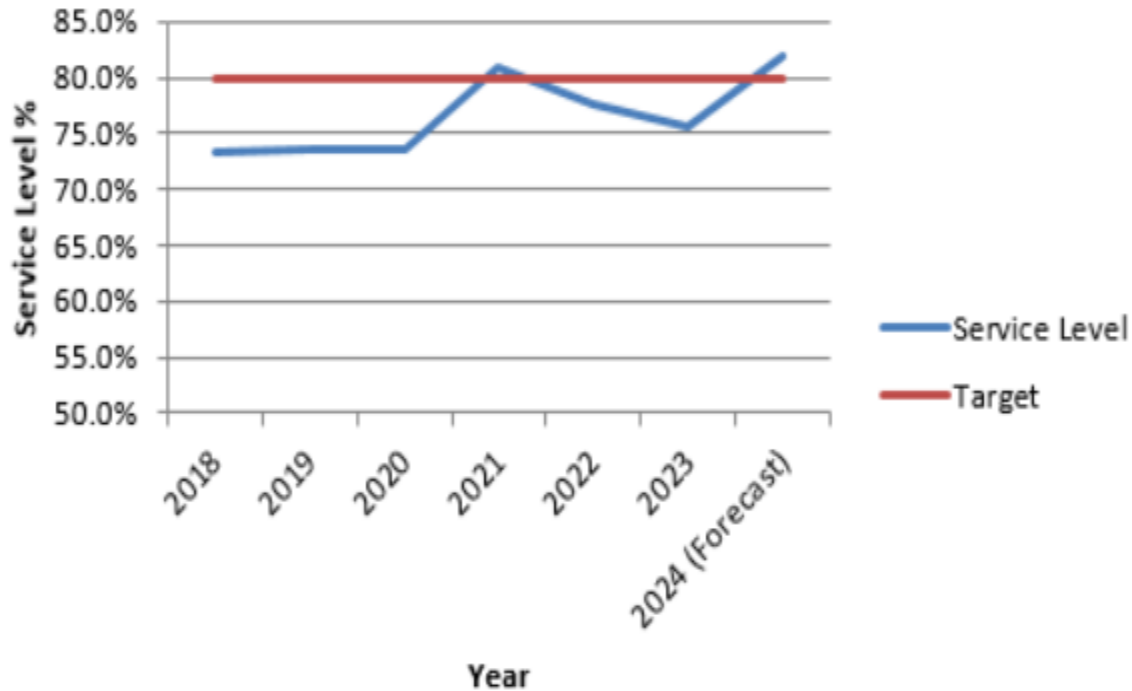


# Service Level (SL)

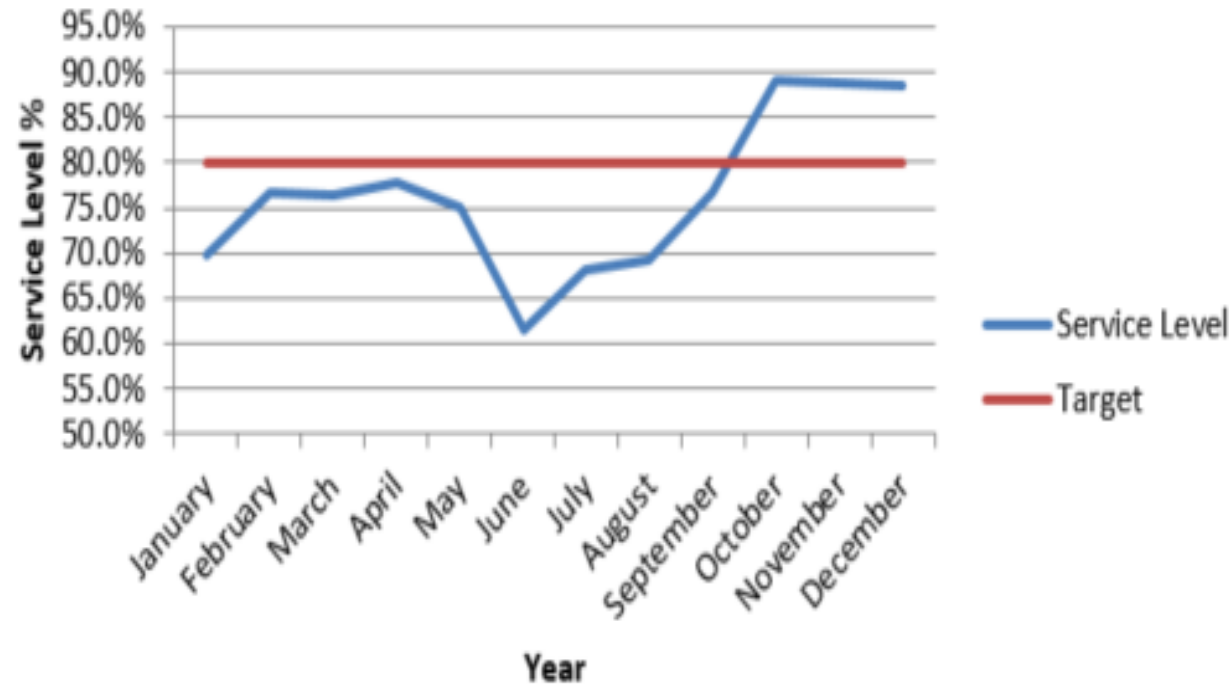
Definition: % of calls handled within a given threshold

- Target: 80/30

### Service Level - Historical Trend



### Service Level (%)

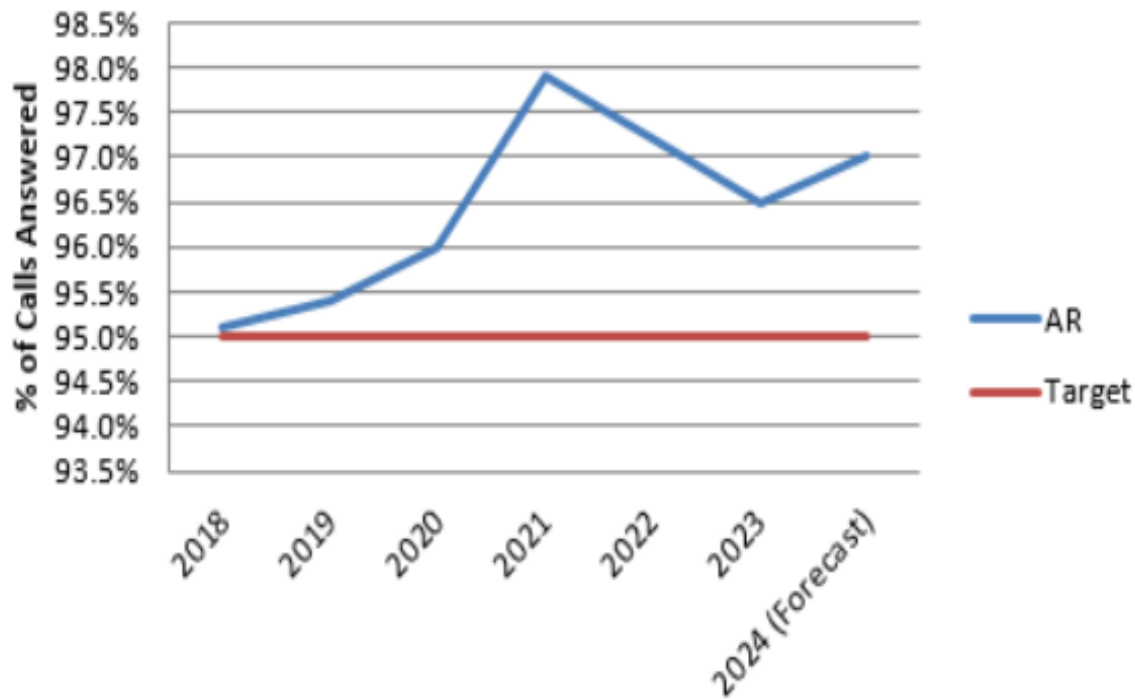


# Answer Rate (AR)

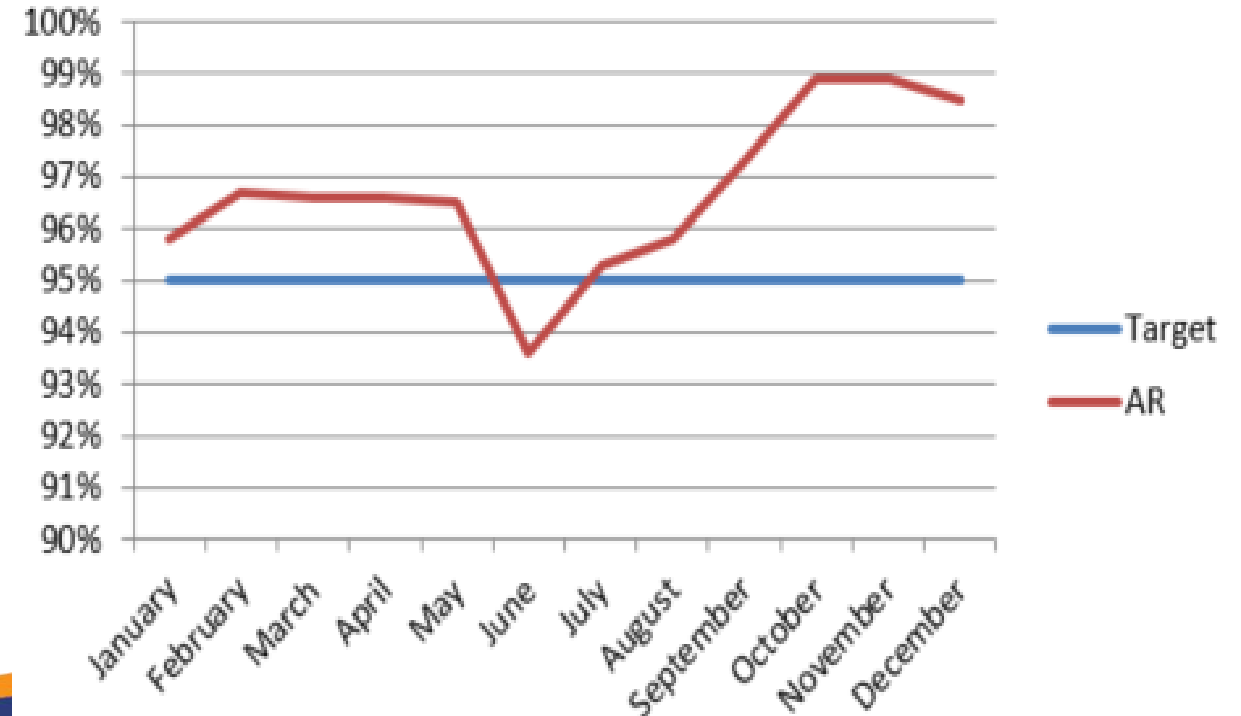
Definition: % of calls answered vs. abandoned in queue

- Target: > 95%

### Answer Rate - Historical Trend



### Answer Rate (%)

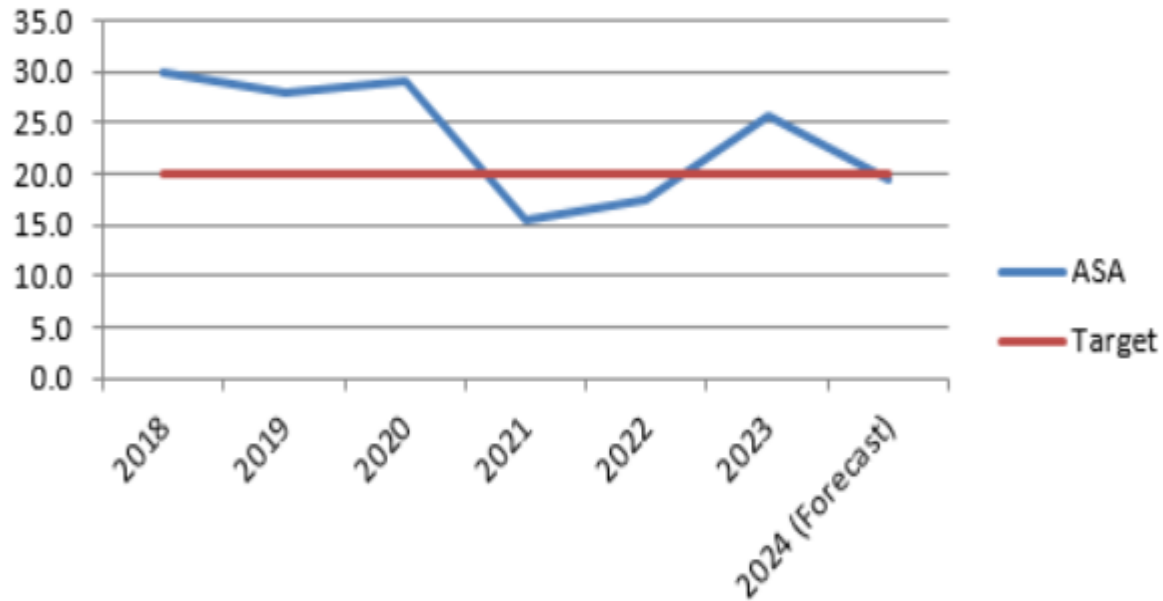


# Average Speed of Answer (ASA)

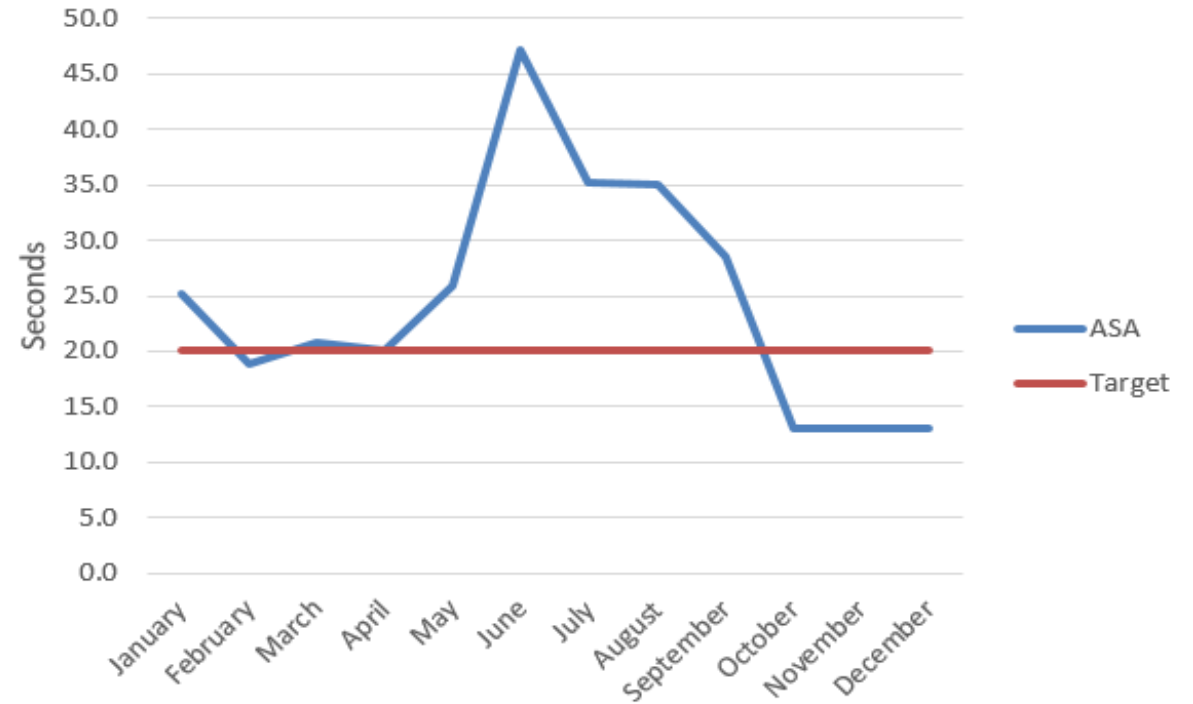
Definition: the average amount of time that the customer waits before their call is answered

- Target: < 20 seconds

## Average Speed of Answer - Historical Trend



## 2023 Average Speed of Answer

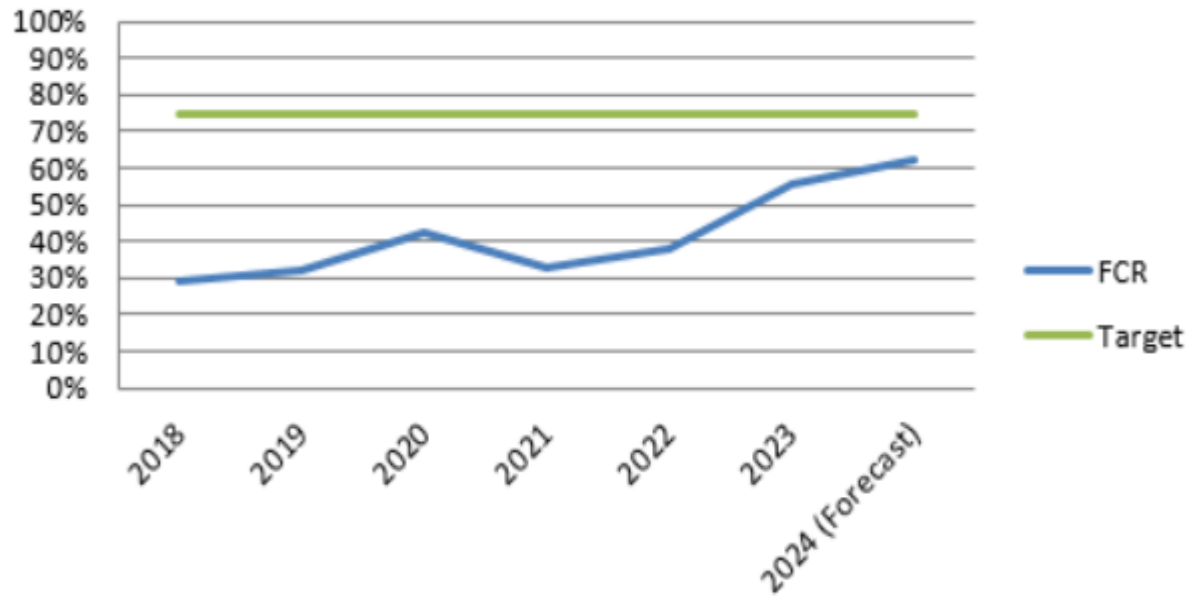


# First Contact Resolution Rate (FCR)

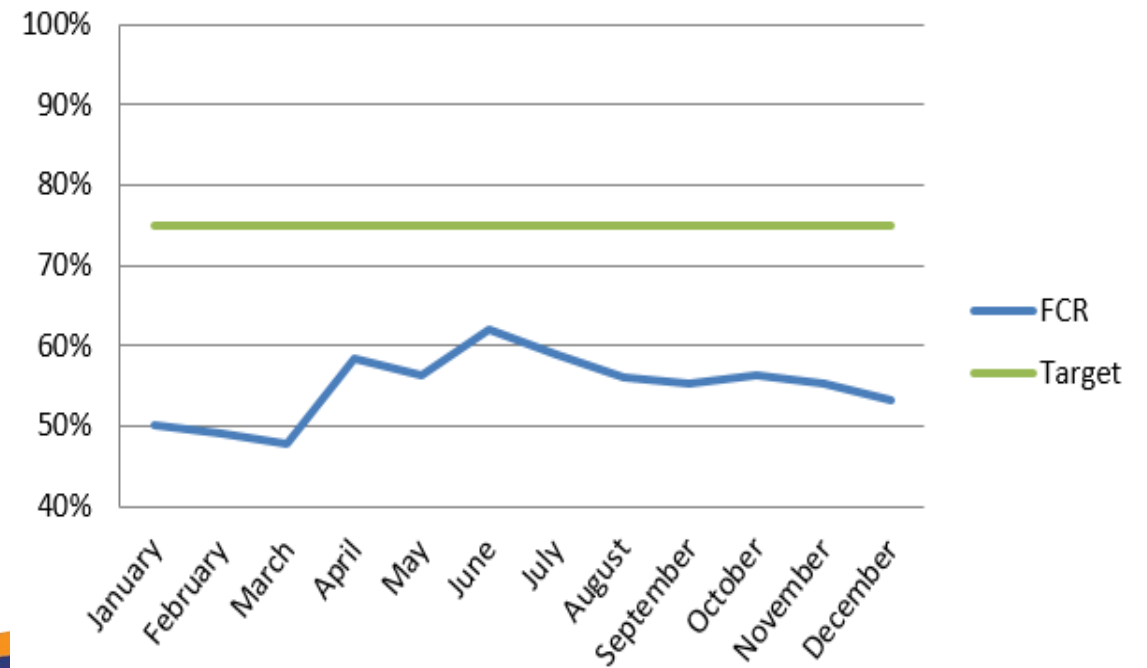
Definition: % of interactions where the customers needs are met without the need for a transfer or a call back.

- Target: > 75%

## First Contact Resolution Rate - Historical Trend



## 2023 First Contact Resolution Rate



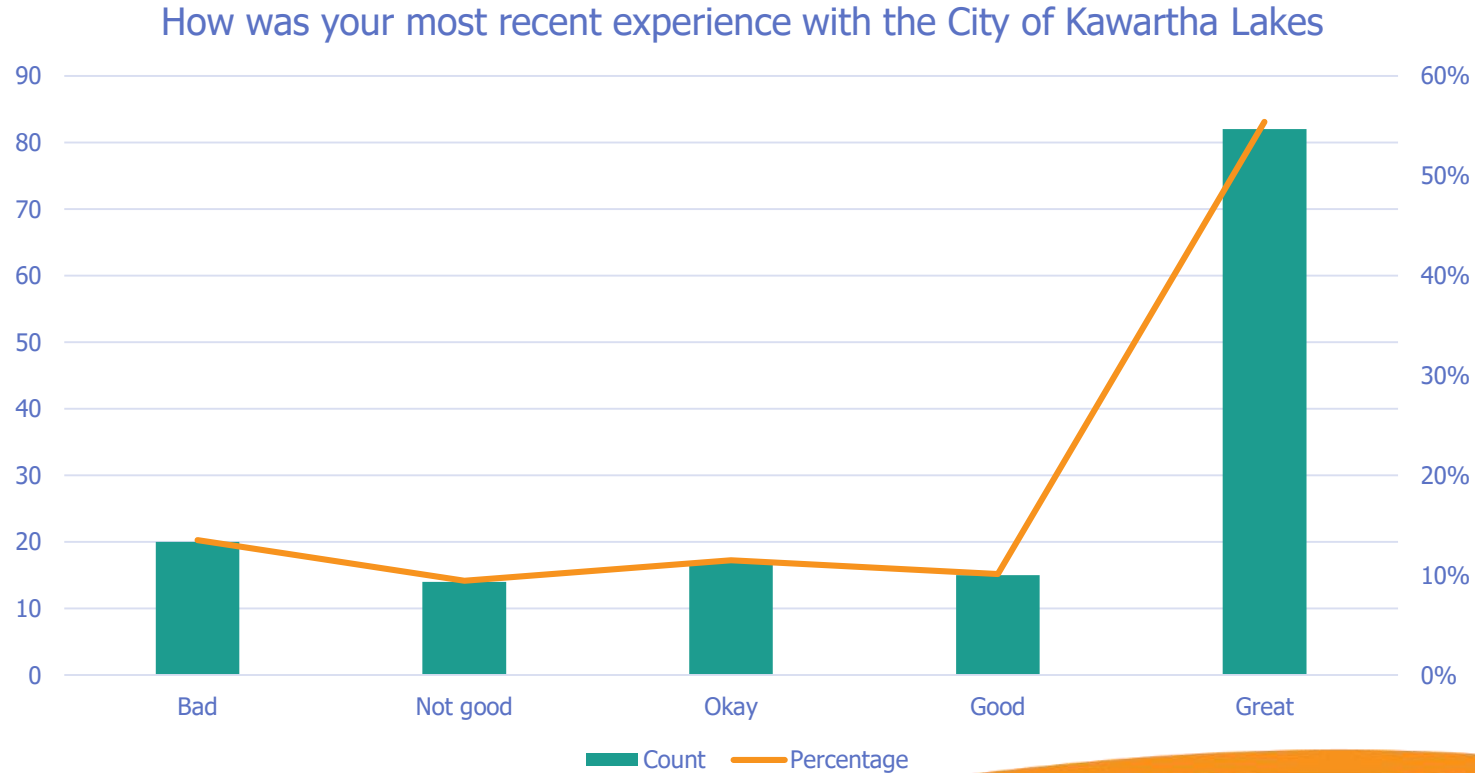
# Customer Experience Measures

- Customer Satisfaction Rate (CSAT) – % of respondents that chose “Great” or “Good” to describe the level of service they received
  - Target: > 75%
- Customer Effort Score (CE) – % of respondents that chose “Not much” or “Very little” to describe how much effort was required to get service from the City
  - Target: > 75%
- Quality Score –
  - Target: >80%

# Customer Satisfaction Rate (CSAT)

Definition: % of respondents that chose "great" or "good" to describe the level of service they received

- Target: > 75%





# Customer Effort Score

- Customer Effort Score (CE) – % of respondents that chose “not much” or “very little” to describe how much effort was required to get service from the City
  - Target: > 75%



# Recent Improvements

- Updated job descriptions with modernized job titles to delineate customer service roles
- Improved team communication through use of instant messaging
- Cross-training to increase knowledge and reduce unnecessary transfers
- Improved work culture

# 2024 Priorities

## Improve Accessibility

- New customer service channel pilot – social media
- Service Centre Modernization Strategy

## Improve partnerships

- Customer Experience Hot Team
- Collaboration opportunities with Council

## Improve community trust

- Customer Service profiles

## Improve Transparency

- Customer Service performance dashboard