

Management Directive

Management Directive #:	MD2017-__
Management Directive Name:	Customer Service Standards
Date Approved by CAO or Designated Person:	
Date revision approved by CAO or Designated Person:	
Related SOP, Management Directive, Council Policy	Appendix A - ATTACHMENT

Directive Statement and Rationale

To support the Council adopted City of Kawartha Lakes 2016-2019 Strategic Plan to provide exceptional customer service and to establish and execute a Customer Service Standard.

Scope

The Customer Service Standards applies to all City of Kawartha Lakes employees.

These guidelines set minimum standards to communicate with customers efficiently and respectfully.

Channels of Communication

The customer service standards provide guidelines for quality delivery of services through the following customer communication channels:

- ✓ Telephone
- ✓ Email / Correspondence
- ✓ In Person

Telephone

Customer calls are returned as soon as possible when they are received. As a general rule, telephone calls will be returned within two (2) business days.

Staff's response, within two business days, may not provide a complete resolution, but will be an acknowledgement that the message has been received. Staff should also provide an indication of any further action that will be taken to resolve the issue.

Guidelines on when voicemail should be changed along with sample messages are included in Appendix A.

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Accessibility

The City of Kawartha Lakes Accessibility Policy statement expresses the commitment to provide quality goods and services that are accessible to all persons. The Customer Service Standards comply with Accessibility requirements.

Email / Correspondence

Customers will receive a response to a general written inquiry (letter) within five (5) business days.

Customers will receive an initial response to an email inquiry within two (2) business days. This response time refers to both internal and external communication.

The Communications division is responsible for monitoring and responding to social media on behalf of the City of Kawartha Lakes. Exceptions include divisions that have social media accounts of their own. These divisions are responsible to adhere to the Social Media Management Directive.

Email

A standard signature block is required by **all** City staff for internal and external emails and will be formatted as follows:

Jane Doe, B.Sc.

Position Title

Division or Department, City of Kawartha Lakes

705-324-9411 ext. 9999 www.kawarthalakes.ca



Appendix A provides instructions for:

- Creating an email signature
- Email Out of Office Assistant – internal and external

In Person

Some business entrances have staff at the front who are within plain sight and readily accessible to assist customers. At times, staff may be required to step away momentarily, at which point the public service area will be monitored by other designated City staff.

Should staff be required to attend to telephone and counter enquiries simultaneously, counter enquiries shall take priority with telephone enquiries attended to as soon as

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possible afterward. Callers have the option to leave voice messages, which should be returned promptly after the customer at the counter has departed.

During regular hours of operation, the City Dress Code Policy is in effect.

Meetings

Adherence to proper etiquette for a meeting establishes respect among meeting participants. Appendix A provides general guidelines regarding business meetings.

Service Requests

Service requests are created for customer issues and maintained in the Corporate tracking system. Customers can report an issue through Customer Services, the appropriate department, or through the website. Service requests are issues that cannot be resolved at the first point of contact.

Requests to Speak with the Mayor or Councillor

If a customer indicates that they would like to speak with the Mayor or Councillor regarding an issue, please refer to Appendix A.

Customer Feedback, Measuring and Monitoring

Customer feedback is an integral component of service delivery at the City of Kawartha Lakes. The City will embrace “Municipal Service Excellence” and seek feedback. The City recognizes the value of public input and will monitor feedback to ensure continuous improvement.

Departmental Standards

Some departments have standards that are required as a part of their department’s business. Ensure that you are aware of any departmental standards that may be in place.

The Corporate Customer Service Standards provide comprehensive minimum standards, however, departments may choose to implement a higher standard. There may also be unique business processes that have different standards, which would be approved by the CAO and Council as applicable. Each City employee is expected to adhere to the standards in place. Management staff will be responsible to ensure compliance.

Review

The Corporate Customer Service Standards will be reviewed annually.