

Management Directive No.:	MD2017-021
Management Directive Name:	Corporate Customer Service Standards
Date Approved by CAO or Designated Person:	Ron Taylor: November 1, 2017
Date revision approved by CAO or Designated Person:	Ron Taylor:
Related SOP, Management Directive, Council Policy, Forms	CP2016-018 Employee Code of Conduct Policy CP2020-001 Code of Conduct and Ethics – Members of Council and Local Boards CP2021-028 Corporate Complaints Handling Policy CP2021-030 Accessibility Policy MD2016-2017 Corporate Complaints Handling Management Directive MD2019-004 Accessible Customer Service Feedback Process MD2024-003 Customer Conduct Management Directive

Directive Statement and Rationale:

The City of Kawartha Lakes is committed to delivering exceptional, consistent, and accessible customer service across all Divisions. Providing high-quality interactions for staff, residents, businesses, and visitors ensures that municipal services are delivered in an efficient, responsive, and transparent manner.

This Corporate Customer Service Standards Management Directive aligns with the Good Government priority outlined in the City's 2024-2027 Strategic Plan, reinforcing the City's goal to provide innovative and efficient service delivery for better customer experiences.

The Corporate Customer Service Standard (CSS) serves as a foundational component of the City's Customer Experience Strategy (CES), providing a framework to define service expectations, response times, escalation pathways, and accountability mechanisms across all City Divisions. This directive establishes:

- Authorization and enforcement of the CSS as the governing framework for customer service delivery.
- Alignment with municipal strategic priorities by reinforcing a culture of service excellence and customer-focused operations.
- Defined service expectations that improve efficiency and consistency across all Divisions.
- A structured approach to monitoring and compliance to ensure continuous service improvement and accountability.

By implementing this directive, the City enhances customer satisfaction, operational transparency, and service accessibility, supporting a high standard of public service delivery. The CSS are included as Appendix A, and form part of this directive.

Scope:

This directive applies to all City of Kawartha Lakes employees and establishes the foundation for customer service delivery across all City Divisions. The CSS defines the operational components that govern customer interactions, including:

- **Corporate Service Expectations:** Standards for communication, professionalism, and accessibility in customer interactions.
- **Service Delivery Commitments:** Defined response times for general inquiries and service requests, ensuring timely and professional customer interactions.
- **Separation of Inquiry Types:** Differentiating between general inquiries, which require standard response times, and service requests, which follow defined acknowledgment and response targets and escalation procedures when unresolved.
- **Division Service Targets (DST):** Measurable performance expectations set by each Division based on their unique service needs.
- **Escalation and Resolution Processes:** Steps for effectively addressing service requests that require additional attention to meet established service targets.
- **Customer Feedback and Continuous Improvement:** Mechanisms for tracking performance, gathering customer input, and making service enhancements.

Management Directive:

The CSS establishes the City's corporate service expectations, ensuring a standardized approach to customer service delivery across all City Divisions. This directive establishes:

- The requirement for all City Divisions to implement and uphold the CSS in daily operations.
- The responsibility of leadership to ensure staff compliance with service expectations.
- The accountability of employees in adhering to customer service commitments.
- The governance role of the Customer Service Division in monitoring compliance and recommending improvements.
- The requirement for ongoing performance monitoring to assess adherence and drive service improvements.

The Customer Service Division will ensure compliance with the CSS through corporate oversight, performance reviews, and continuous service evaluation. Any required updates to the CSS will be informed by service performance trends, customer feedback, and operational needs.

The CSS outlines detailed service expectations, response timelines, and escalation processes. This directive ensures corporate accountability and alignment with municipal service priorities.

The Corporate Customer Service Standards Management Directive ensures consistent and high-quality customer service delivery across all City Divisions. By authorizing and enforcing the CSS, this directive provides a structured approach to service expectations, compliance, and accountability. Through continuous monitoring and improvement, the City remains committed to fostering a culture of service excellence and responsiveness to meet the evolving needs of staff, residents, businesses, and visitors.

Revision History:

Proposed Date of Review:

Revision	Date	Description of changes	Requested By
0.0	November 1, 2017	Initial Release	Customer Service Division
1.0	March 4, 2025	Revised Version	Customer Service Division