



Town of Newmarket
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Community Services - Customer Services Department Information Report

Report Number: 2019-10

Department(s): Customer Services

Author(s): Hannah Grant, Acting Supervisor, Customer Service Kiosks, Jamie Boyle, Supervisor, Customer Service Centre

Date: October 22, 2019

In accordance with the Procedure By-law, any member of Council may make a request to the Town Clerk that this Report be placed on an upcoming Committee of the Whole agenda for discussion.

COMMENTS

Purpose

The purpose of this report is to provide Members of Council with the 2019 - third quarter trends and results by ward and town wide.

Background

Every quarter, the Customer Service Department provides Members of Council with reports that highlight emerging issues, trends and service levels for the Customer Services department.

Discussion

The attached charts represent service requests as captured in our CRM system by either Customer Services staff or by staff in the Mayor and Councillors' offices.

Some of the highlights in the Customer Services department are as follows:

- Storm Water invoices were sent to residents in June, resulting in 2,781 additional calls, and 3,442 walk-in payments at Customer Service in June.
- Service requests, as a percentage of total calls, were similar to Q3 – 2018 rates (10.7% to 10.4%)
- Total call volumes and e-mail contacts both increased as compared to Q3 2018.

- *Request for Parking Enforcement* (269) is the highest type of service request across the whole Town of Newmarket in the third quarter, followed by *Property Standards* complaints (254) and *Tree Pruning* service requests (101) respectively;
- Wards 1, 3, and 6 continue to have higher volumes of requests for Parking Enforcement than the other wards;
- Property Standards issues continue to be a highly requested service town wide, ranked as the highest request in 4 of the 7 wards.
- “Enhanced service” customer contacts at the Magna Centre, Ray Twinney Complex, and Seniors Meeting Place Customer Service Kiosks continue to increase significantly. During the 3rd quarter of 2019, there was a 75.60% increase in the number of contacts compared to the 3rd quarter of 2018, representing an increase of 285 transactions. Most of these contacts are related to tax payments or inquiries.
- Overall volumes at the Magna Centre, Ray Twinney Complex, and Seniors Meeting Place also continue to increase at the Customer Service Kiosks. During the 3rd quarter of 2019, there was a 9.45% increase in the number of customer interactions compared to the 3rd quarter of 2018. An increase of 4,755 contacts. In line with similar trends each quarter, the Customer Service Kiosk contacts continue to increase significantly each quarter as the community grows and program registrations and activities increase.

Conclusion

Customer Service remains committed to providing Council with the most recent call trends and statistics for their respective wards and the Town of Newmarket as a whole.

Business Plan and Strategic Plan Linkages

Tracking and reporting on trends and customer feedback supports the Town’s strategic directions of being Well-Equipped and Managed by demonstrating Service Excellence.

Consultation

Not applicable to this report.

Human Resource Considerations

Not applicable to this report.

Budget Impact

None

Attachments

Q3 - Top 5 Service Requests by Ward

Q3 - Top 5 Service Requests Town Wide

Q3 - Enhanced Service Transactions at Kiosks

Q3 – Customer Contacts Kiosks

Contact

For more information on this report contact: Jamie Boyle (jboyle@newmarket.ca or extension 2254) or Hannah Grant (hgrant@newmarket.ca or extension 2705) or Bonnie Munslow (bmunslow@newmarket.ca or extension 2251).

Approval



Hannah Grant, Acting Supervisor,
Customer Service Kiosks



Jamie Boyle, Supervisor,
Customer Service Centre

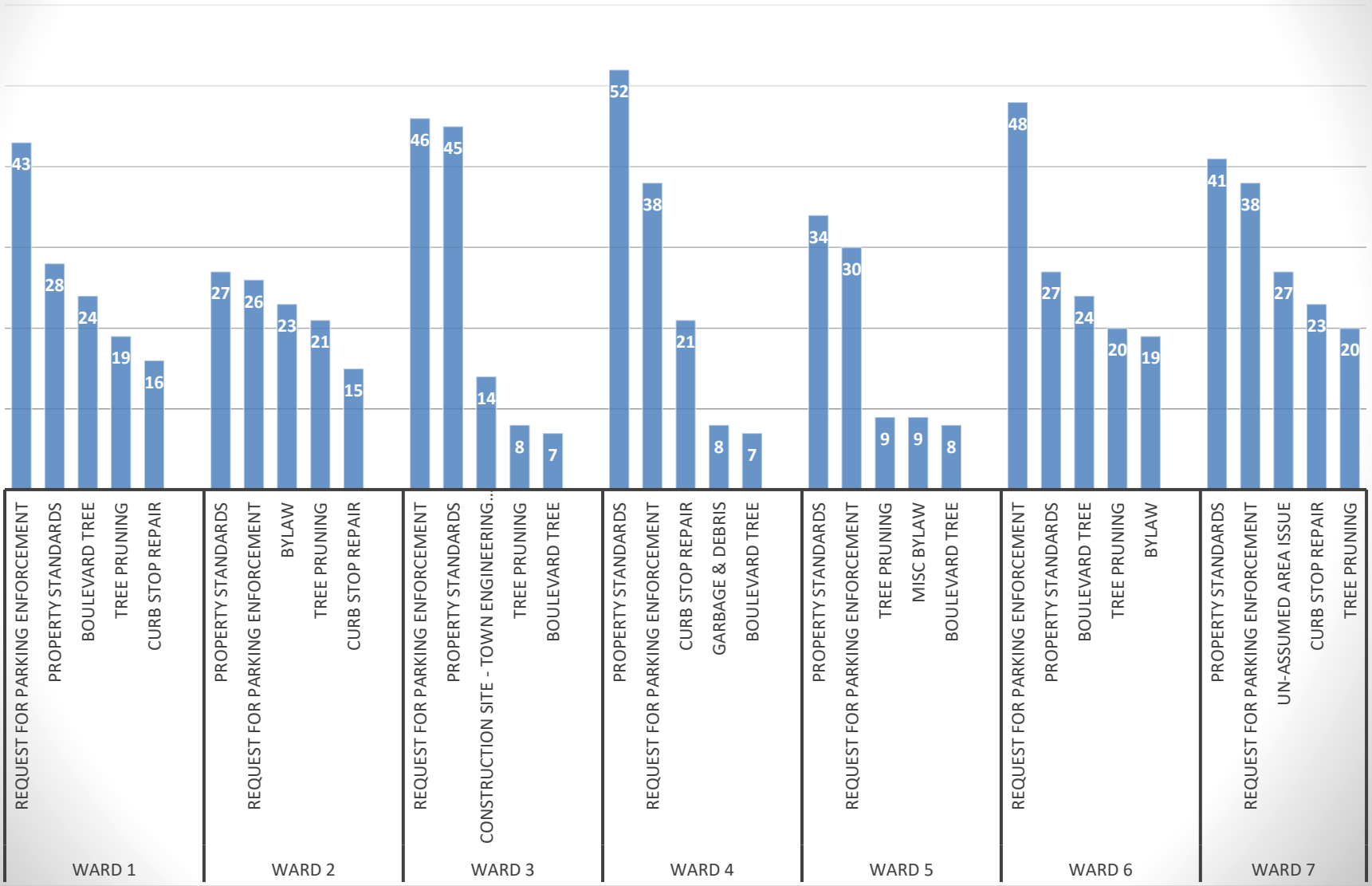


Bonnie Munslow, Manager,
Corporate Customer Service

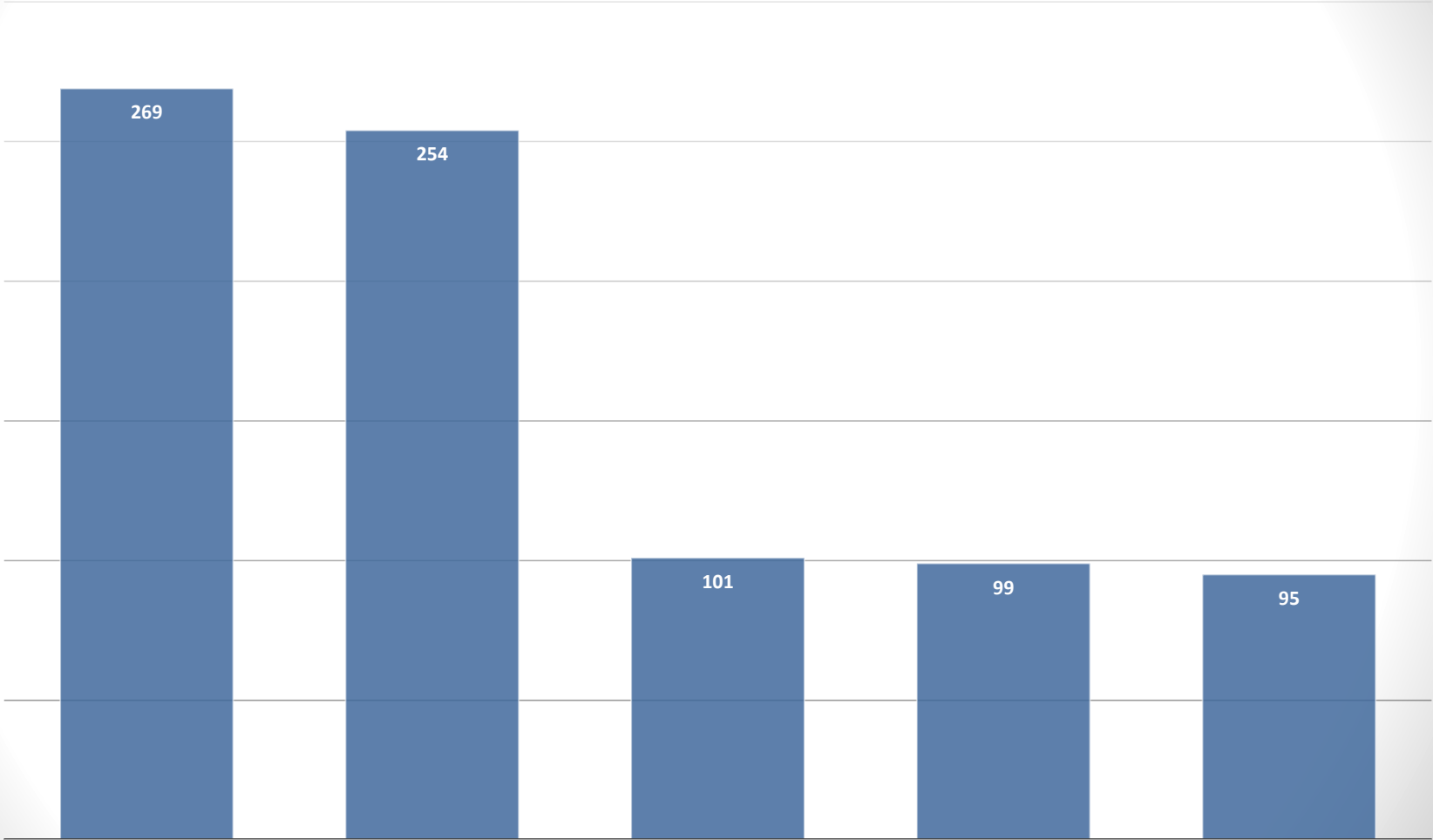


Ian McDougall, Commissioner,
Community Services

Top 5 Service Issues By Ward July 1 - September 30, 2019

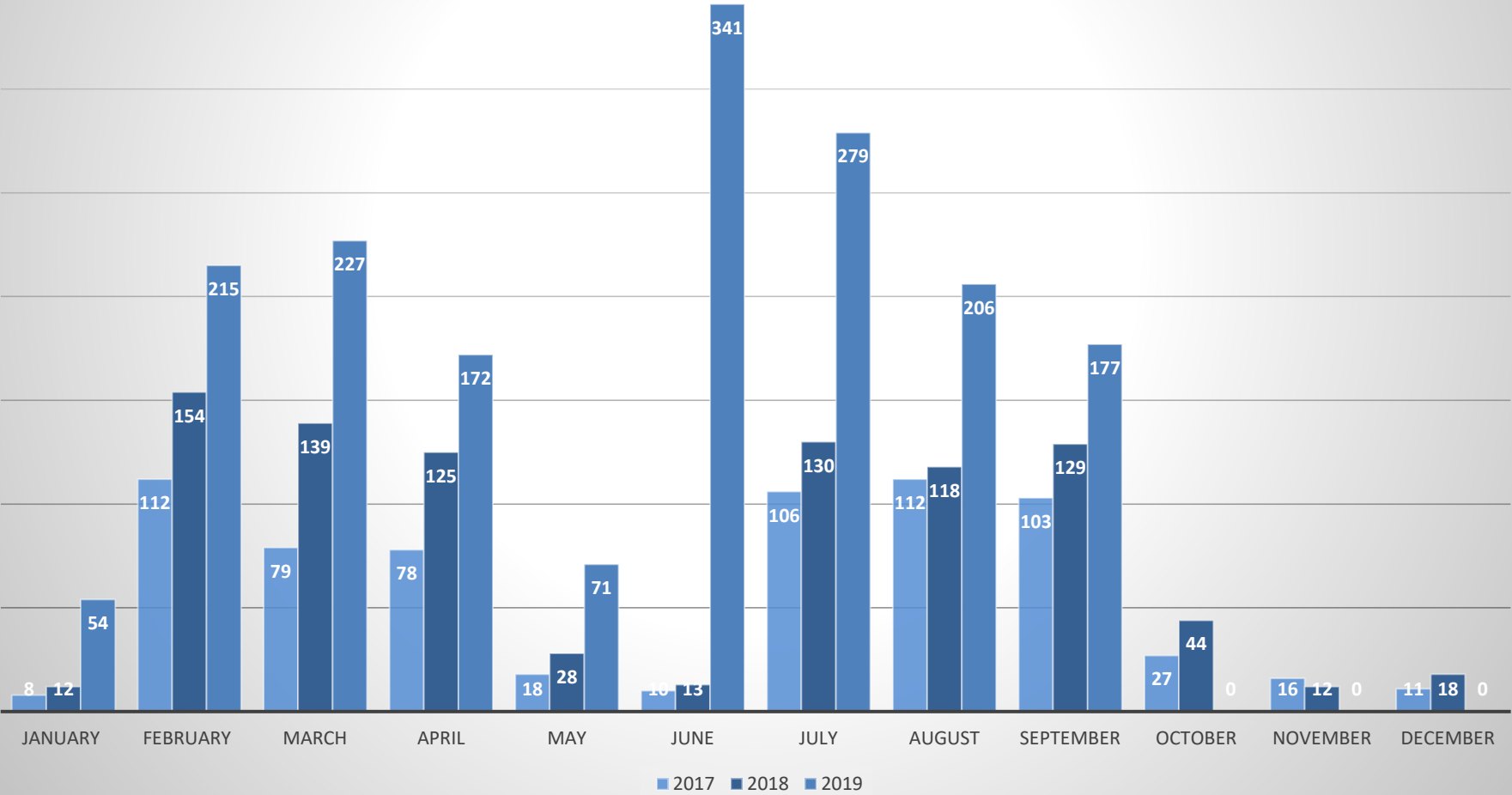


Town Wide Top 5 Service Issues July 1 - September 30, 2019

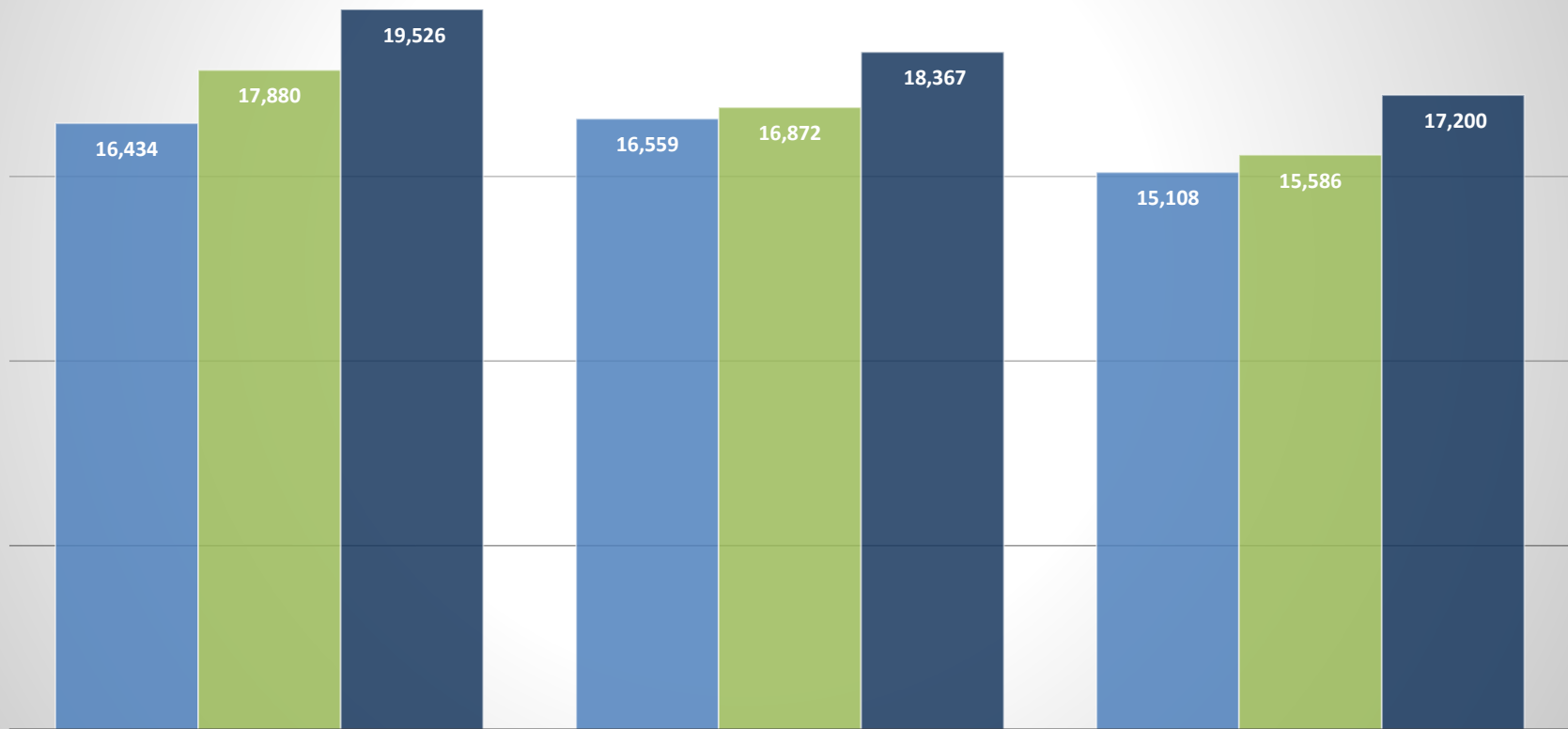


	Request for Parking Enforcement	Property Standards	Tree Pruning Town Wide	Boulevard Tree	Curb Stop Repair
■ Series3	269	254	101	99	95

Enhanced Service Transactions at Magna, Ray Twinney Complex & Seniors Meeting Place (Parking Ticket, Property Tax and Pet Tag Payments)



Total Customer Contacts CS Kiosks - Q3



	July	August	September
2017	16,434	16,559	15,108
2018	17,880	16,872	15,586
2019	19,526	18,367	17,200