

Building Markham's Future Together - Council's Strategic Plan

Council and Senior Staff Training
and Education Session

**Friday April 24, 2015
Markham Civic Centre
Canada Room**

Strategic Goals 2015 to 2019

- Engaged, Diverse and Thriving City ✓
- Exceptional Services by Exceptional People – April 24th
- Safe and Sustainable Community - TBD
- Stewardship of Money and Resources -TBD

Agenda

- Introduction
- Goal Area Review & re-cap from last session
- Key Actions for Council Term - clarification and gaps
 - Exceptional Services by Exceptional People
- Table Discussion and summary report back
- Two more half days will be scheduled

Goal: Exceptional Services by Exceptional People

Goal Statement: *We will foster a safe and healthy work environment, and embrace an organizational culture and adopt management systems that empower and inspire our employees to be champions of excellent service delivery and innovative practices.*

Objectives:

1. Improving Customer Service
2. Transforming Services through technology and innovation
3. Strengthening organizational capacity and effectiveness

Objective 1 - Improving Customer Service

What We Heard

- Need to define service standards across organization
- Need to understand timeframe to address service issues
- Access to service 24/7
- Improved communication with residents
- Areas for service reviews – winter maintenance, By-law
- More training and cultural sensitivity

Objective 1 - Improving Customer Service

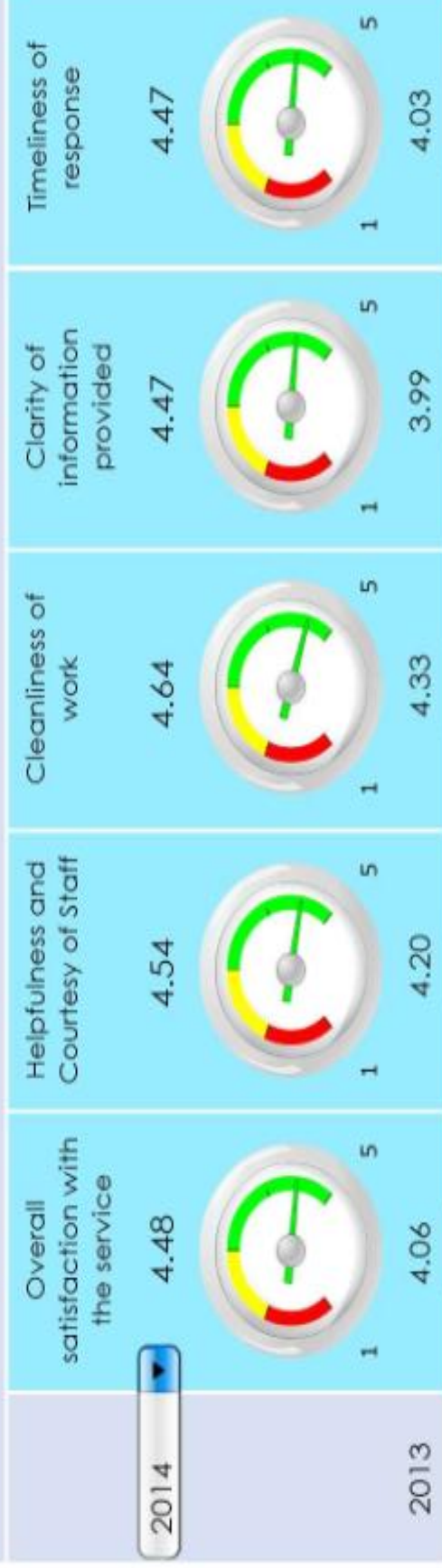
- Implement new Customer Experience Strategy
 - Customer Service Standards for key services
 - Communicate and educate customers on key service standards
 - Undertake annual customer surveys
 - Ongoing assessment and address any gaps in service standards
 - Revise standards based on customer input and affordability
 - Measure and report

Customer Service Dashboard

Customer Satisfaction Survey 2010 - 2014

Data Date:

Show History

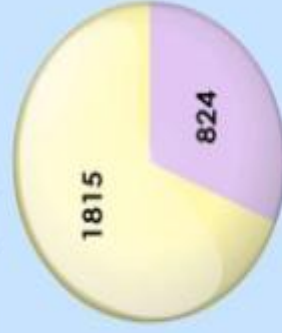


Counts by year

Survey Card

Phone Survey Attempted: 2639

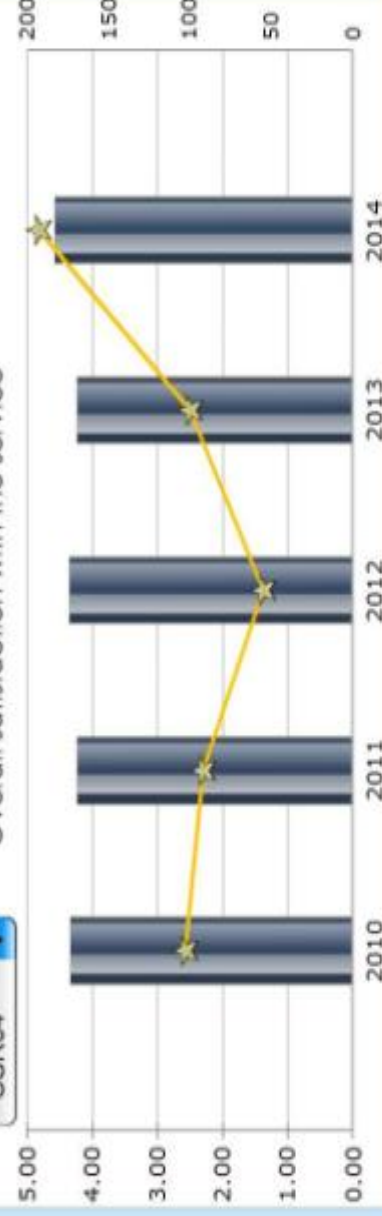
Phone Survey Response Rate: 31.22%



Call Respondents Non-Responsive

CSR04 Turn Off/On Water Service Line

Overall satisfaction with the service



Objective 2 - Transforming Services Through Technology and Innovation

What We Heard

- Need for service enhancements (security, WiFi, file size limits)
- Enhance communication vehicles using technology (community engagement, online voting)
- Portal / online service enhancements (search capability, navigation)

Objective 2 - Transforming Services Through Technology and Innovation

Key Actions:

- Online Services
 - ❑ More transactional services available online 24/7
 - ❑ End to end service automation to reduce manual processes
 - ❑ Improve portal design, navigation and search capability
 - ❑ Implement online customer service chat capability
- Mobile Services
 - ❑ Expand number and type of Mobile Apps
 - ❑ Tools to support mobile workforce

Objective 2 - Transforming Services Through Technology and Innovation

Key Actions:

- Open Data
 - ❑ Free public access to certain City owned data
- Service enhancements
 - ❑ Public WiFi (in Markham Centre)
 - ❑ Electronic Agenda – improved system for staff and public use
 - ❑ Customer request processing / workorder system
- Expanded use of Social Media

Questions for breakout:

1. What is the most important action/task to be worked on for this objective?
2. At the end of four years what does success look like for this area?
3. Which key services should be reviewed for changes to service standards?
4. What is the most important service improvement we need to make over the next 4 years?
5. Online vs inline services? (impact on 24/7 staff availability)

