

# INFORMATION REPORT

<b>TO:</b> Chair and Members Audit, Finance and Administration Committee	<b>WARD(S) AFFECTED:</b> CITY WIDE
<b>COMMITTEE DATE:</b> October 4, 2012	
<b>SUBJECT/REPORT NO:</b> Municipal Service Centres – Customer Service Feedback (FCS12071) (City Wide)	
<b>SUBMITTED BY:</b> Roberto Rossini General Manager Finance & Corporate Services Department	<b>PREPARED BY:</b> Jane Lee, ext. 2654
<b>SIGNATURE:</b>	

**Council Direction:**

Not applicable

**Information:**

For some time, we have provided Customer Comment Cards at the Municipal Service Centres for our citizens to complete, to let us know how we are doing in our provision of service, and to provide an opportunity to gather feedback about what could change. Management staff regularly reviews the feedback and follow up with any customers who have requested a return phone call.

The questions are modelled on areas of citizen satisfaction with government services as detailed in previous Citizens First survey reports.

The questions asked on the comment card are as follows:

Courtesy: Were you well received upon arrival and treated with friendliness and respect through your visit?

Facilities: Were the physical surroundings clean and well maintained?

Competence: Were our Customer Service representatives knowledgeable, skilful and professional?

Ability: Overall, did we meet your expectations during your visit today?

Customers are also offered an opportunity to request a call back from the Manager, or to provide other feedback, anonymously or with contact information.

Staff recently tabulated the results to get an overall picture of trends and to allow for easier comparisons in future. The number of customers who provide feedback is quite low overall, which may reflect poor positioning or lack of prominence of the cards. In addition, the comment cards have not been utilized to date at the Service Centre in City Hall. At City Hall, a redesign is necessary to ensure that we are able to capture results from the services that our staff provide and be able to distinguish the results that may reflect service results from other counters in City Hall.

The results are indicated below from 2007 to June, 2012.

<b>YEAR</b>	<b>No. of Respondents</b>	<b>COURTESY</b>	<b>FACILITIES</b>	<b>COMPETENCE</b>	<b>ABILITY</b>
<b>2012 (to June)</b>	<b>56</b>	<b>96% excellent</b>	<b>91% excellent</b>	<b>89% excellent</b>	<b>93% excellent</b>
<b>2011</b>	<b>55</b>	<b>95% excellent</b>	<b>95% excellent</b>	<b>95% excellent</b>	<b>95% excellent</b>
<b>2010</b>	<b>148</b>	<b>96% excellent</b>	<b>96% excellent</b>	<b>95% excellent</b>	<b>95% excellent</b>
<b>2009</b>	<b>46</b>	<b>98% excellent</b>	<b>98% excellent</b>	<b>98% excellent</b>	<b>100% excellent</b>
<b>2008</b>	<b>77</b>	<b>99% excellent</b>	<b>84% excellent</b>	<b>95% excellent</b>	<b>95% excellent</b>
<b>2007</b>	<b>132</b>	<b>95% excellent</b>	<b>90% excellent</b>	<b>95% excellent</b>	<b>93% excellent</b>

While the number of respondents is low (ranging from 46 in 2009 to 148 in 2010), the results indicate consistently high levels of service, with consistent results from year to year and centre to centre.

For 2013, staff are planning to review the questions and update them in accordance with the satisfiers noted in the next Citizens First survey results, and to ensure we are able to effectively utilize the cards at City Hall. We will also be evaluating the location and prominence of the cards to ensure they are easily accessible to the customers. Also, we will be commencing use of the proposed revised form at the Citizen Service Centre in City Hall. Consideration is also being given to adding questions related to accessibility of the facilities and our services.

Finally, in future, we will be tabulating the results on an ongoing basis and reporting to Council through the Audit, Finance and Administration Committee, on our performance.