



## REQUEST FOR DECISION

**MEETING DATE:** June 19, 2023

**TITLE:** Customer Experience Policy Statement

**DIVISION:** Corporate Services

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### SUMMARY:

A Customer Experience Policy Statement has been drafted for consideration by Committee. This statement is intended to set policy direction for the City's commitment to customer service and the customer experience as well as implement an action set out in Council's strategic plan. The statement will also set the framework for an administrative customer experience policy.

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### PROPOSED MOTION:

THAT Committee recommend to Council that the the proposed Customer Experience Policy Statement as outlined in the Request for Decision be approved.

### BACKGROUND / ANALYSIS:

Council's Strategic Plan references updating the City's current Customer Service Policy. This work was prioritized for 2022/2023.

Specifically, under the Governance and Action theme, in goal 12, objective d, action 3, it states; "Review and update the City's Current Customer Service Policy and associated service levels to reflect a customer-centric focus".

In 2022 and as part of the 2022-2024 approved Corporate Plan, Administration initiated the development of a Customer Experience Strategy and Action plan. The aim is to mature the City's Customer Service Program to a more customer-centric customer experience built on the core values at the City and supported by a strong corporate culture of public service. Customer service speaks to the work of serving the community and customer experience speaks to the impression

the citizen has when interacting with the City with a focus on positive relationships. Both are reflected in the strategy and action plan.

The City has initiated several projects in 2023 to begin implementing the Customer Experience Strategy and Action Plan. This involves putting in motion a shift in how service is delivered as well as systems (technology, policies, procedures, and documented processes) and supports for administration to deliver service, effectively and efficiently, in a manner that is meaningful to the customer. One of these projects is an update to the Customer Service Policy, which as indicated above, is also identified in Council's Strategic Plan under the Governance in Action theme.

Administration is proposing a Customer Experience Policy Statement to be passed by Council through resolution that reflects a commitment to customer service and customer experience for the City and actions that enable this commitment. The resolution will also direct the City Manager to enact a Customer Experience Policy that reflects this commitment. This approach was used by Council in 2021 to set policy direction for sustainable procurement and a robust administrative policy is in place that reflects the policy principles set by Council.

The Customer Experience Policy Statement provides Council the opportunity to set a direction for customer service and customer experience in the City and make a commitment to the community at large.

### **Existing Policy**

The City's current Customer Service Policy is a Council Policy passed in 2008. The policy frames a commitment to customer service. Relevant details include:

- The commitment to service indicates that "customer Service is not what is delivered, it is what is received";
- The policy speaks to the importance of being knowledgeable, accurate, and timely; and
- The policy speaks to the importance of staff being informed, empowered, and trained.

### **Proposed Policy Statement**

Administration is proposing the following customer experience policy statement for consideration:

**WHEREAS** the City of Spruce Grove acknowledges the uniqueness of its responsibility as a public entity for the well-being of the City as a whole and carrying out its duties with the needs of local communities and broader city objectives in mind.

**AND WHEREAS** the City identifies exceptional service and governance as strategic priorities within Council's 2022 - 2025 Strategic Plan and is committed to providing a high-level of service to all of its citizens, visitors, community partners, and to one another.

**AND WHEREAS** the City of Spruce Grove is committed to:

- Building and fostering a strong customer service culture;
- Providing a consistent, equitable and accessible customer service experience whether it is received online, in person or over the phone;
- Enhancing communications with customers and staff;
- Modeling respectful and inclusive behaviour;
- Respecting the diversity of public opinion; and
- Displaying behaviour that generates public trust.

**NOW THEREFORE BE IT RESOLVED THAT:**

The City Manager implement, under the authority given to them under the City Manager's Bylaw, C-1094-19, as amended, a customer experience policy that reflects this commitment.

**Customer Service and/or Customer Experience Policies in Other Municipalities**

A review of municipalities across the country showed that customer service is addressed in a variety of ways ranging from a Council bylaw with detailed schedules to a commitment statement and customer service principles and objectives embedded in all relevant administrative policy documents.

**OPTIONS / ALTERNATIVES:**

Committee may recommend amendments to the policy statement to be considered by Council.

Committee may request further information prior to the policy statement being brought to Council for consideration.

**CONSULTATION / ENGAGEMENT:**

Implementing the Customer Experience Strategy and Action Plan is an enterprise-wide initiative with several staff involved in the various projects underway. The policy statement and details within it reflect the work of the organization and staff commitment to customer service and to the customer experience.

The documentation has also been reviewed by the City's Corporate Leadership Team.

**IMPLEMENTATION / COMMUNICATION:**

The City's current Customer Service Policy will remain in place until such time as an administrative policy has been drafted and approved by the City Manager. Administration will then bring the policy forward to be rescinded by Council (fall 2023).

A Communications Strategy is in place and contains both internal and external initiatives. External communications are slated for 2024 to align with the implementation of technology,

service levels, and related procedures that will support administration in the provision and documentation of service to citizens, visitors, community partners, and to one another.

Also slated for 2024 is regular reporting on program and service delivery and the customer experience through the City's reporting dashboard.

**IMPACTS:**

Both Council's policy statement and the related Administrative Policy will lead out how customer service is delivered at the City, as well as stipulate the desired customer experience for citizens.

**FINANCIAL IMPLICATIONS:**

Implementation of customer service and customer experience related resources and technology is currently being managed within existing budgets.