

Customer Service and Customer Experience

Setting the direction through a policy statement

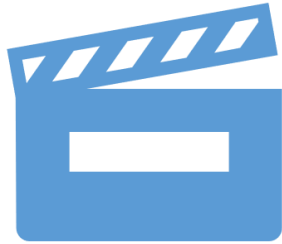


GOAL 12: City Council demonstrates governance excellence through leadership and setting clear direction.

Objective d: Strengthen the City’s foundational systems and processes.

Action 3: Review and update the City’s Current Customer Service Policy and associated service levels to reflect a customer-centric focus.

Strategy and Action Plan



2022

Customer Experience Strategy & Action Plan



2023

Action Plan Implementation
Customer Service Policy

Maturing 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.

Recommended Policy Approach

Customer Experience Policy Statement

- Reflects a commitment to customer service and customer experience for the City
- Identifies actions that enable this commitment
- Directs the City Manager to enact a Customer Experience Policy that reflects this commitment

Customer service - speaks to the work of serving the community

Customer experience - speaks to building positive relationships and the impression the citizen has when interacting with the City

Policy Statement

(setting the stage)

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.

Policy Statement (Commitment)

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.

Policy Statement

(Setting direction)

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.

Next Steps

2023

Administrative Policy

Strategy and Action Plan Implementation

Internal Communications Strategy



2024

Strategy and Action Plan Implementation

External Communications Strategy

Dashboard reporting

