



## REQUEST FOR DECISION

**MEETING DATE:** February 3, 2025

**TITLE:** Rescission of Customer Service Policy 6,030

**DIVISION:** Corporate Services

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### **SUMMARY:**

Administration is recommending that the Customer Service Policy, 6,030 be rescinded as per Council's Customer Experience Commitment statement passed on July 17, 2023.

Council's statement set policy direction for the City's commitment to service and the customer experience as well as directed the City Manager to enact a Customer Experience Policy that reflects the direction of Council.

The City Manager recently approved a Customer Experience Policy that reflects Council's direction and meets Council's Strategic Plan (goal 12, objective d, action 3).

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### **PROPOSED MOTION:**

THAT Customer Service Policy 6,030 be rescinded.

### **BACKGROUND / ANALYSIS:**

On July 17, 2023, Council passed a resolution setting policy direction for the City's commitment to service and the customer experience and directing the City Manager to 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.

The resolution, passed by Council was as follows:

*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.*

The new Administrative Policy is a governance document that is intended to provide the vision for customer experience at the City, integrating the commitment stated by Council, and outlining the organization's commitment to service and a positive customer experience. It puts in place the key ingredients for a culture of service. It also aligns with other administrative policies such as the Respectful Workplace Policy and Respectful Interactions with the Public and Outside Parties Policy.

The new Customer Experience Policy includes the Customer Service Commitment Statement as well as the organization's values viewed through a service lens.

### **OPTIONS / ALTERNATIVES:**

Council may reconsider its direction provided to Administration in 2023.

### **CONSULTATION / ENGAGEMENT:**

The new Customer Experience Policy has been informed by staff from across the organization and shared with Human Resources who have indicated that it is in alignment with other work that is in progress. It has also been presented and discussed with the Joint Leadership Group and reviewed by the City Clerk's Office prior to being reviewed by the Corporate Leadership Team and approved by the City Manager.

**IMPLEMENTATION / COMMUNICATION:**

Communications and change management strategies have been developed to bring the shared vision of public service and customer experience for the City to life. Through the policy, an employee handbook and subsequent training and systems, there will be consistent messaging and new tools to support staff with implementing the vision and demonstrating a culture of service.

**IMPACTS:**

As a result of this work, there will also be an increase in collaboration across the organization and greater engagement as staff are empowered and supported in providing great service to each other and our community.

**FINANCIAL IMPLICATIONS:**

There is an annual budget of \$10,000 over the next four years to support training and the implementation of the Customer Experience Policy and related program.