



## **COMMUNITY SAFETY & SOCIAL SERVICES – AGENDA REPORT**

**Meeting Date:** 11 February 2025

**Subject:** Customer Experience Department Overview

**Directorate:** Community Safety and Social Services

---

### **Issue:**

The Community Safety and Social Services Standing Committee is being presented with an overview of the Customer Experience department which will outline the vision, current initiatives and key strategies aimed at achieving the goal of being recognized as a leader in service excellence.

### **Policy / Council Direction:**

Executive Leadership Team (ELT) Operational Plan 2023-2025:

Customer Service Centralization - CRM deployment (311 and multichannel approach)

Informed and Engaged Community Council Strategy Focus Area: will contribute to “Citizens will have information about civic events, service updates, City advocacy efforts and opportunities to get involved.”

### **Background:**

The vision of Customer Experience is to be recognized as a leader in service excellence, offering exceptional experiences with every single interaction, reaffirming the City of Airdrie's commitment to citizens' satisfaction.

This philosophy is built on six pillars:

**Streamlined Customer Experience:** High quality experience across digital and in-person interactions that exceed citizens' expectations and deliver the resources they need – made possible by a single source of truth.

**Sense of Community:** Citizens feel understood, cared for, and appreciated because team members always know their story and background via sharing and collaboration tools

**Self-Service Option:** Self-service online portal is available for support and to complete service requests. Citizens will be able to easily access updates on service requests and support.

**Personalized Engagement:** Communication and service will be tailored to each citizen's situation and needs; they will have access to diverse mediums to connect with city information and services (e.g., SMS, phone, web forms, live chat) in addition to phone and in person.

**Strategic Insights:** Actional analytics to help program managers, executives, and team members to make data driven decisions that improve our citizens' experience.

Administration's goal is to implement a 311 contact centre and elevate the resolution rate of calls and emails handled by the Contact Centre from 20% to 80%. This will entail the contact center team members either answering the citizens' questions or opening a service request on their behalf. For the other 20%, we anticipate they will continue to need to be transferred internally for support. By addressing the majority of inquiries at the first point of contact, we will greatly enhance customer service. This improvement will also allow departments to focus more on their core tasks, knowing that the Contact Centre team is efficiently managing general inquiries.

## **Who we are?**

**Team Leader (1 FTE):** Jackie

**Customer Service Representatives (1.9 FTE):** Karen and Cyndi

**Customer Service Representatives (Casual):** Maxine, Myka and Casey

An additional team member (1 FTE) will be brought on in Q3 2025.

## **Current Initiatives**

**Call Centre Solution and Telephone System Replacement:** Deploy call center technology and hardware that aligns with current capabilities, integrates with existing processes, is upgradeable to industry standards, and scalable for future 311 capabilities.

**Customer Service Centralization:** We will establish a comprehensive, centralized customer service operations centre, implement an omni-channel system that includes 311, text, social media, voice, email, contact forms, chatbot, and a comprehensive knowledge base.

**Phase 1:** (Jan 2024 to May 2025) Replacement of the existing call centre software that is at the end of life and creating the necessary processes and procedures in preparation for intaking phone and email general inquiries that will enable effective and efficient configuration and testing the newly procured software.

**Phase 2:** (Feb 2025 to Dec 2025) Pilot the new Contact Centre solution, centralize more groups into the Contact Centre applying the newly created processes and procedures. Assess and implement a 311 system. Explore additional system integrations (e.g.

CRM). Review capacity and capabilities for adding additional intake mediums - multichannel (e.g. chatbot, SMS, mobile app, etc.). Review capacity and capabilities for adding additional types of intake categories (e.g. service requests, etc.).

**Phase 3:** (Jan 2026 to Jan 2027) Monitor and Control the full centralization of the phone and email intake of general inquiries. Assess the potential to centralize more than just general inquiries (e.g. service requests). Implement additional intake mediums identified during Phase 2 with full system and information integration - omnichannel. Implement additional types of intake categories (e.g. service requests, etc.).

**Administration Recommendation:**

Administration recommends that the Community Safety and Social Services Standing Committee accept the Overview of the Customer Experience Department report for information.

**Budget Implications:**

There are no budget implications as this report is being presented for informational purposes only.

**Communications and Engagement:**

There are no current Communication needs for this item.

**Recommendation:**

That the Community Safety and Social Services Standing Committee accepts the report entitled "Customer Experience Overview", for information.

---

Jackie Strangis  
Team Leader, Customer Experience

Staff Presenter:	Jackie Strangis
External Presenter:	None
Department:	Customer Experience
Reviewed by:	Kevin Weinberger
Attachments:	N/A