

Customer Service Strategy & Implementation								
ID	Description	Implementation Timelines						
		2024			2025			
		Q2	Q3	Q4	Q1	Q2	Q3	Q4
1A	Develop a Customer Charter for the Town of Cobourg	X	X	X				
1B	Align Employee and Customer Service Performance Measurements with Customer Service Strategy and Standards / Levels	X	X	X	X			
1C	Develop a formal customer insight gathering procedure and processes to solicit customer feedback / satisfaction.	X	X	X	X			
1D	Modify existing customer complaint process to clearly define a complaint (versus feedback), define a clear escalation and debriefing process, and align with EDI and Accessibility commitments.	X	X	X	X			
2A	Define a Customer Service Performance Measurement Framework aligned to Corporate KPIs (including technology solution and governance).	X	X	X	X	X	X	X
2B	Review and finalize the proposed Customer Service Policy	X	X	X	X			
2C	Develop department-level service standards for all department processes (responsibility to be maintained by each department). Leverage corporate standards to tailor to individual departments.	X	X	X	X	X	X	

<b>3A</b>	Create a “Service Cobourg” centralized customer service desk at Victoria Hall as a singular entry point for customers.	X	X	X				
<b>3C</b>	Remove contact information from public facing sources that allows customers direct access into individual departments.	X	X	X				
<b>4A</b>	Design and deploy CRM System for Customer Service function. (Including governance and functionality for tracking new recommended metrics)	X	X	X	X	X	X	
<b>4B</b>	Conduct a detailed technology review of current tools, systems, and integration capabilities.	X	X	X				
<b>4C</b>	Make improvements to the utilization of SharePoint as a centralized repository tool for information access and sharing needed to deliver customer service.	X	X	X				
<b>4D</b>	Increase self-serve capabilities through online channels / access to key municipal services. This can include e-permitting and digitized payment functions to be completed vis online / self-serve tools.	X	X	X	X	X	X	X
<b>4E</b>	Update website with sections that have the most pressing information and high-volume interactions to reduce interaction volumes into the Town for simple requests.	X	X					
<b>5A</b>	Perform a succession planning assessment to identity current and future resourcing needs. Develop tailored career development and advancement programs for employees.	X	X	X	X	X	X	X
<b>5B</b>	Design and deliver organization wide training program to address identified gaps in skills / competencies	X	X	X	X	X		

5C	Design employee recognition program to recognize employee achievements and promote high performance culture.							
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