

County Connect Program Strathcona County

Update to Priorities Committee

September 17, 2019

Presenters: Curtis Schneider, Darren Baden

Agenda

1. Refresh: What guides the County Connect Program?
2. How are we working to produce desired outcomes?
3. Statistics and Observations
4. Success Stories



County Connect: Vision & Mission

Vision: What does the County wish to accomplish?

"In pursuit of becoming Canada's most livable community, Strathcona County aims to be a leader in service delivery with an ongoing commitment to establishing and promoting a **customer-service culture**"

Mission: How will the County achieve it's Vision?

"Strathcona County will utilize a combination of **strategy, process, people, and technology** to provide the best customer experience while being fiscally responsible."



COUNTY CONNECT



Customer Service Framework



Strategy #1: Service Culture

Demonstrate commitment to **establishing a service culture** to internal and external customers and stakeholders by:

1. Establishing and promoting customer service standards and best practices, founded on service level agreements, that focus on a consistent and positive service experience for customers
2. Communicating the service performance of the organization to its stakeholders in a transparent manner

Strategy #2: Informed Decisions

Enable the County to **make informed decisions** on service delivery and value to residents by linking service performance metrics and trends to:

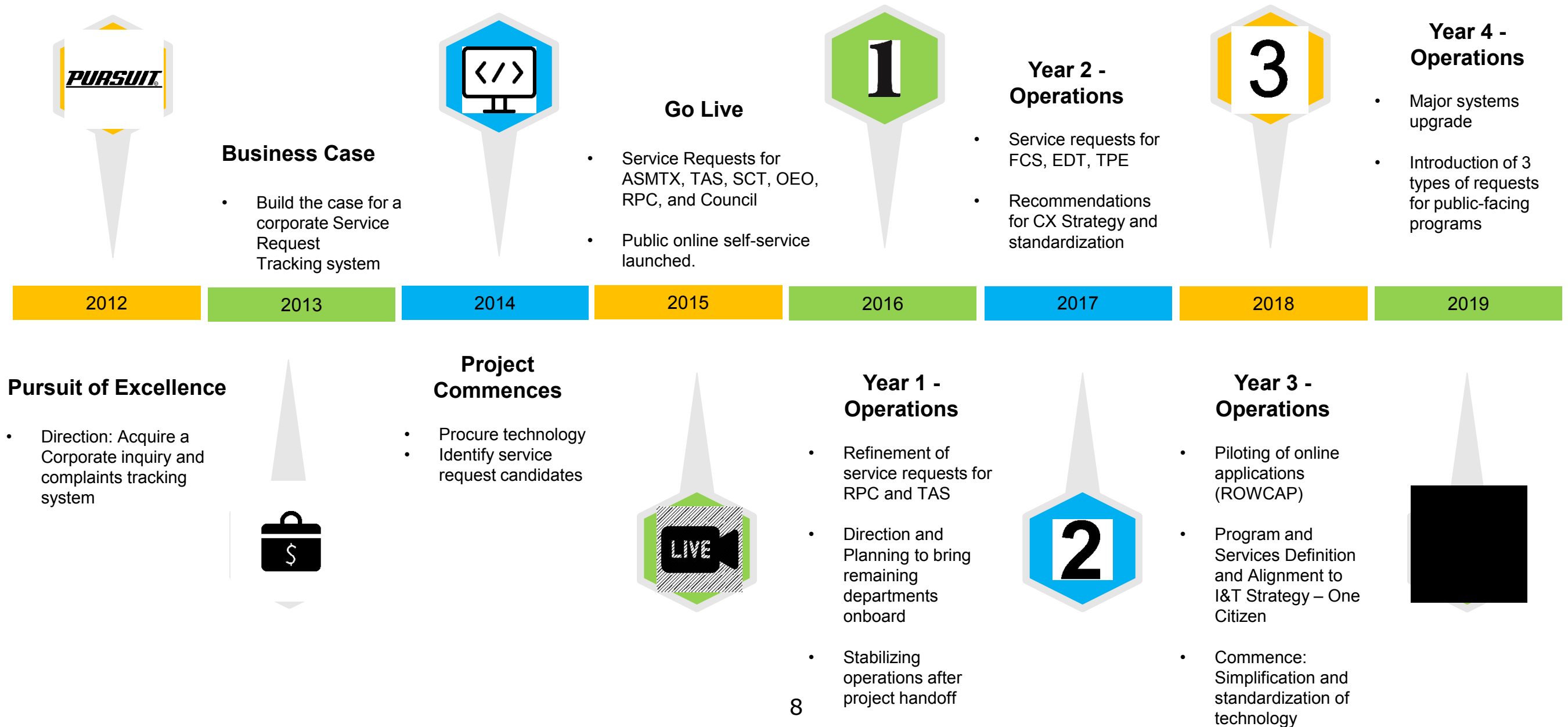
1. Corporate and departmental business planning and budgeting processes
2. Operational asset, resource, and service assurance management processes

One Citizen

One Citizen – providing a consistent and technology-enabled citizen experience requires investment and modern technology capabilities



County Connect Timeline



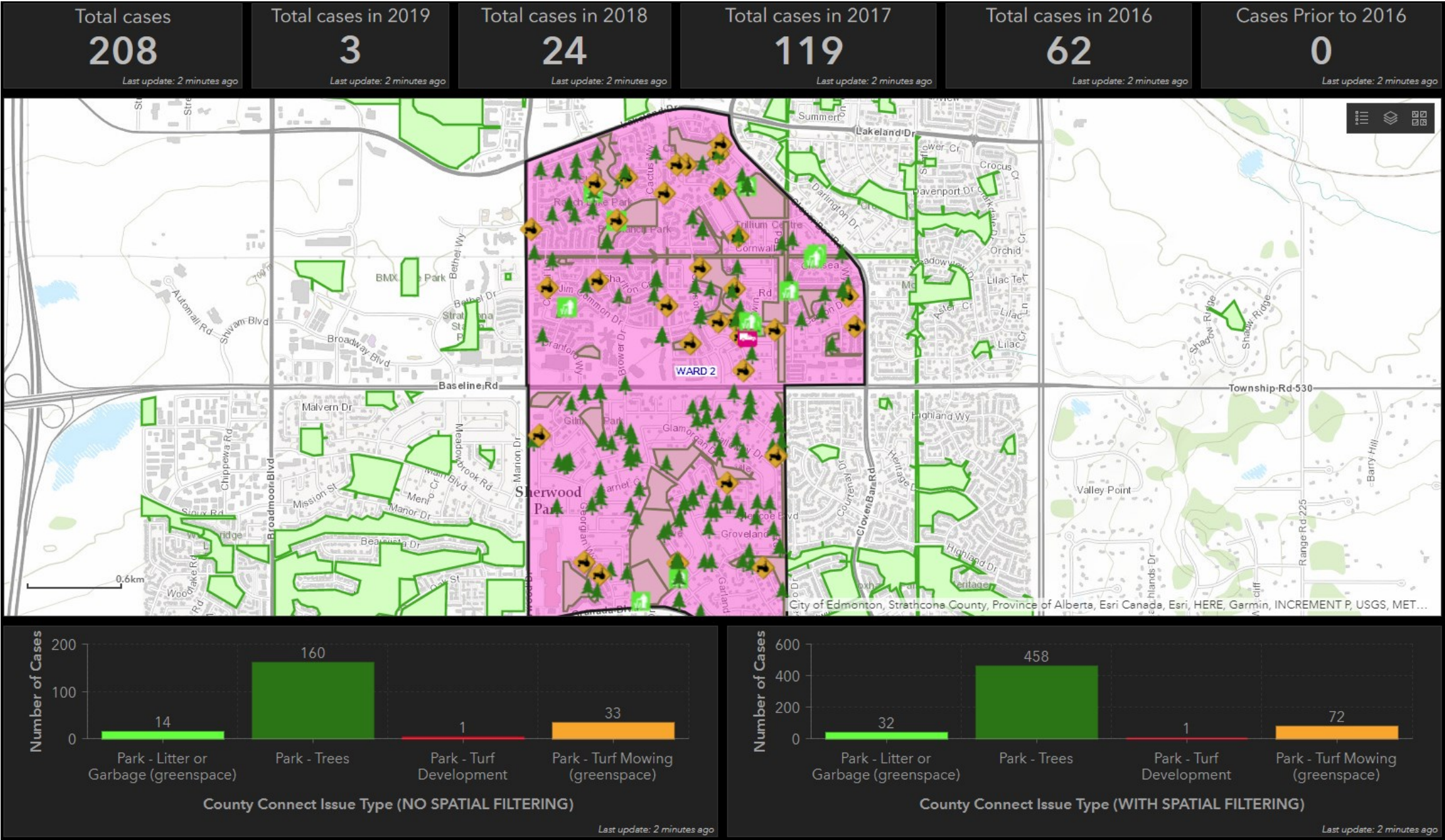
Customer Experience



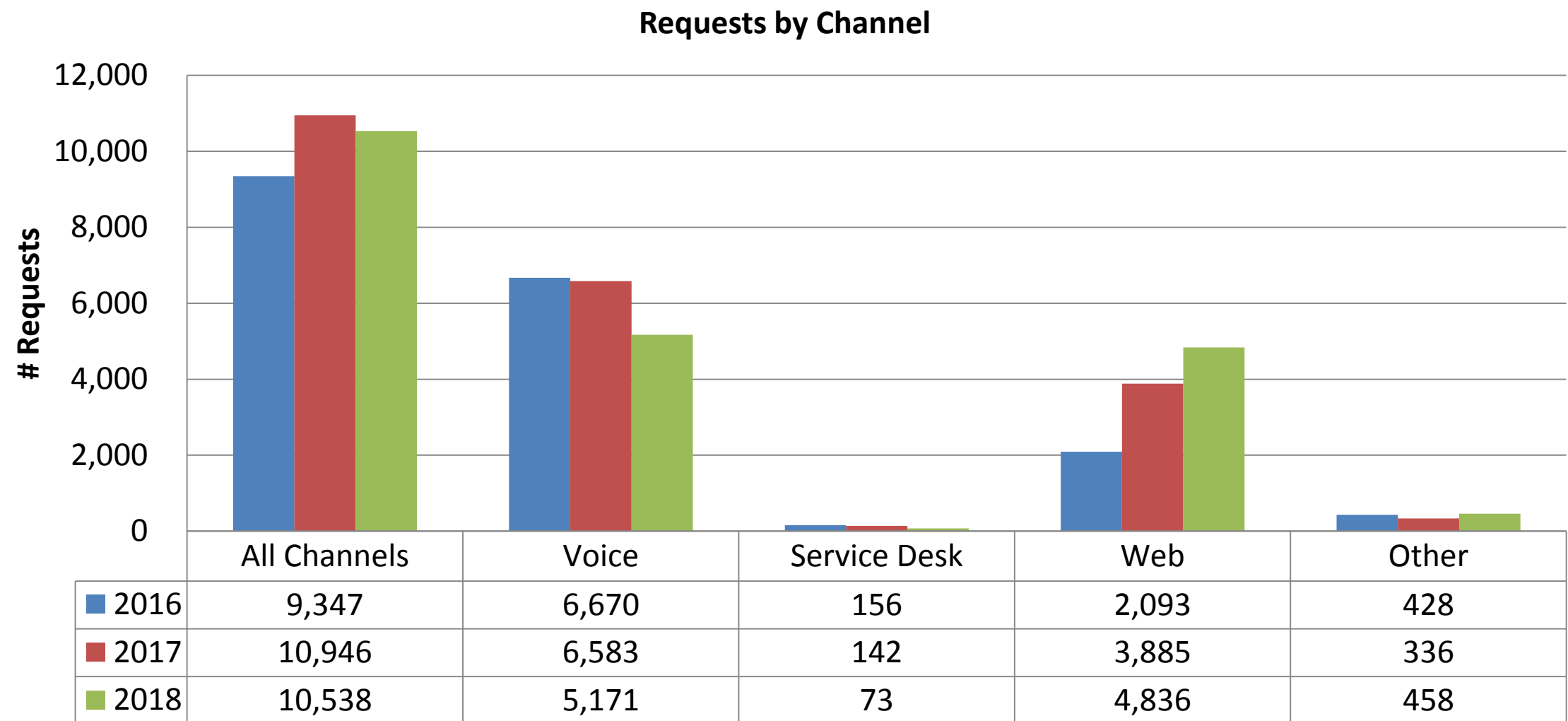
Customer self-service focus areas for 2019

1. Enhanced, standardized, easy to use self-service for the public to **inquire** about, give an **opinion** (suggestion, compliment, complaint) on, or report an **issue** (service is broken or not working) with any of the County's public-facing programs
2. Maps and location lookups provided to allow for precision location capture on reported **issues**
3. Greatly reduced number of self-serve menu items and online forms that are now program-based and intuitive
4. Improved request searching and tracking with publicly-viewable request progress comments
5. Plotting of **issues** that have been reported on a County map to advise the public of issues that have already been reported in their neighborhood or electoral ward

Example: Issues Reported by Ward



Request Count by Channel



↓ 22%

Voice



↑ 24%

Self-Service

Request Count by Channel

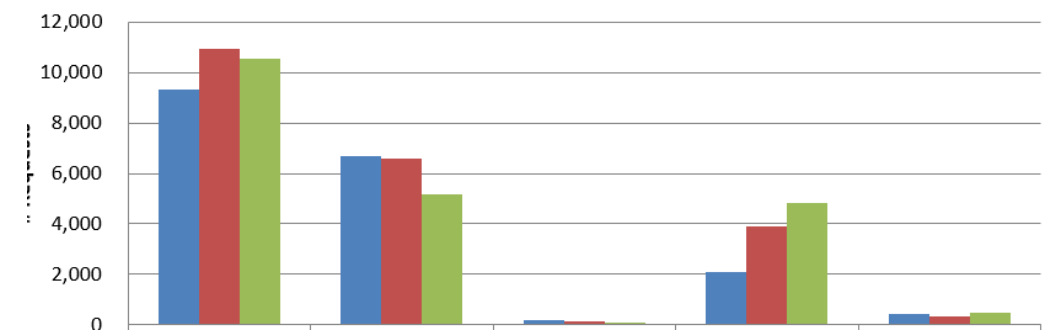
Observations and Opportunities

Observations

- Year over year, customers are increasingly opting to use self-service over other channels
- Engaging the County over the phone is still the channel of choice, but the gap between phone and web self-service is rapidly diminishing
- Relatively few customers are choosing to utilize County service desks

Opportunities

- Offer more opportunities to engage with the County via online services
- Speaking directly with County staff is still important – look for ways to improve the experience



Top 5 Request Types in 2018

<u>Rank</u>	<u>Request</u>	<u>Type</u>	<u>Total</u>	<u>% of Total</u>
1	Park: Trees	Issue Report, Inquiry	692	6.57%
2	Permits: ROWCAP Application	Application	534	5.07%
3	Water and Flooding: Culverts	Issue Report, Inquiry	359	3.41%
4	Traffic Safety: Signs	Issue Report, Inquiry	264	2.51%
5	Permits: ROWCAP General Inquiry	Inquiry	248	2.35%



Top 5 Request Types in 2018

Observations and Opportunities

Observations

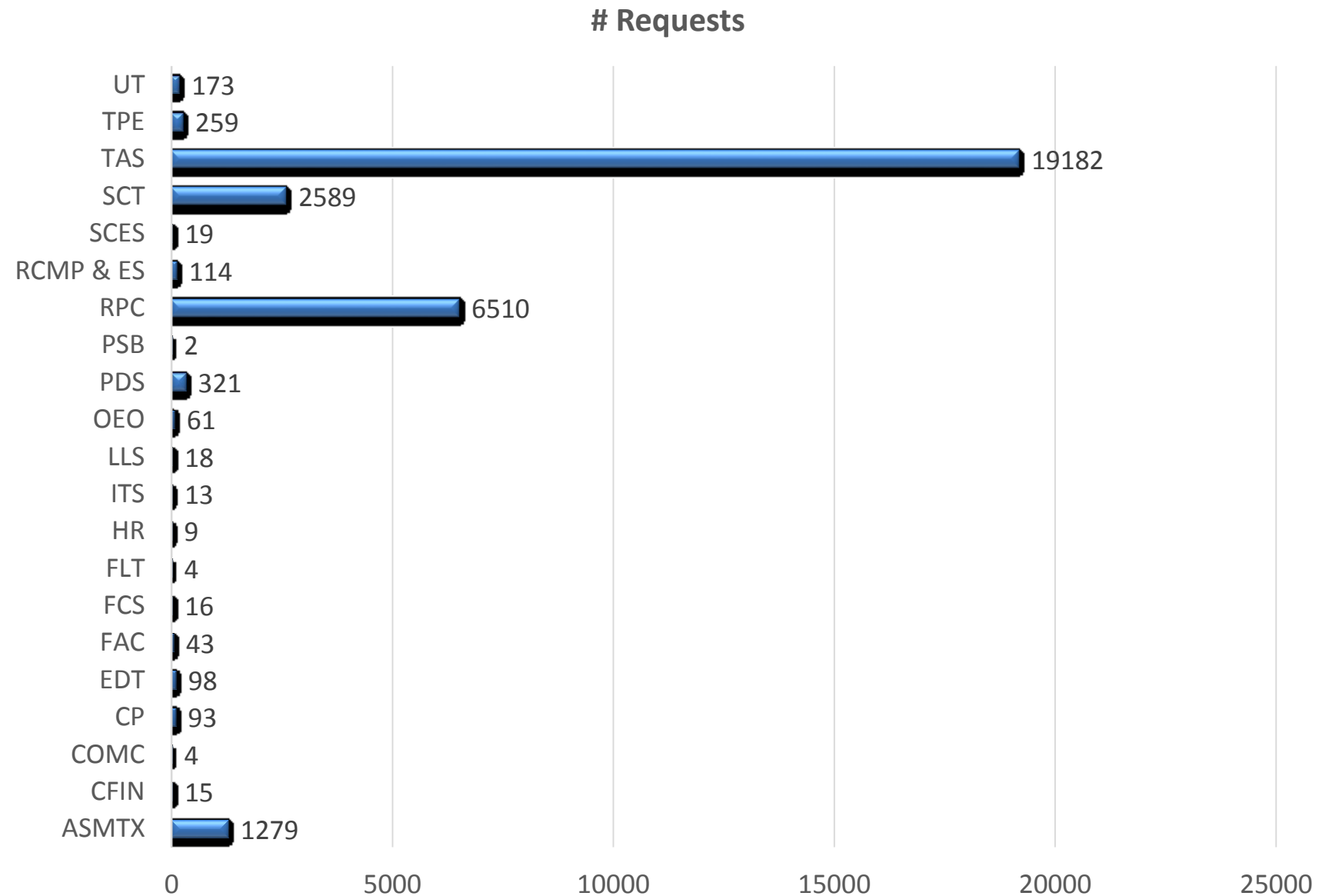
- High demand for permits and licensing
- Issues and questions regarding trees and flooding are important to the public and there is a high level of engagement regarding such

Opportunities

- Provide more online options for permit and licensing applications, such as those related to right-of-way management
- Look for ways to provide increasingly better information to decision makers regarding high-volume customer interactions to support insight-driven decision making



Volume by Department 2016-2018



Volume by Department 2016-2018

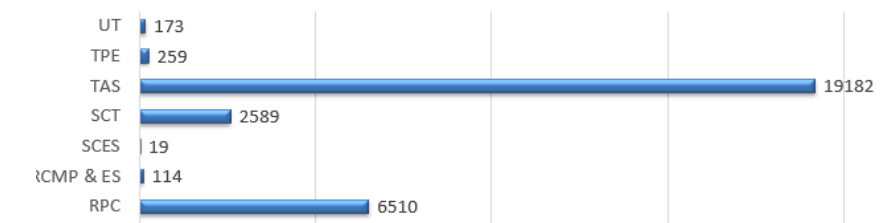
Observations and Opportunities

Observations

- Departments with public-facing programs and services naturally have the highest volume. Good coverage of TAS, RPC, SCT, TPE, and ASMTX
- UT, PDS, SCES and RCMP-ES volume is mainly represented by Council Requests. Expected to increase with introduction of new Inquiries, Feedback, and Issue Reports in late 2019

Opportunities

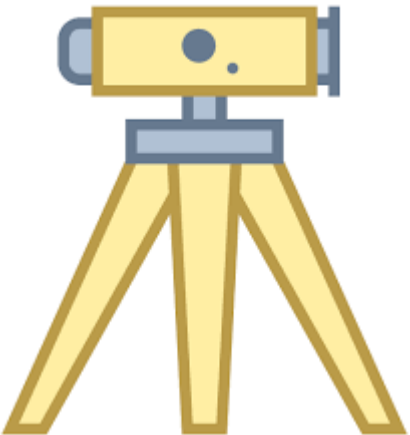
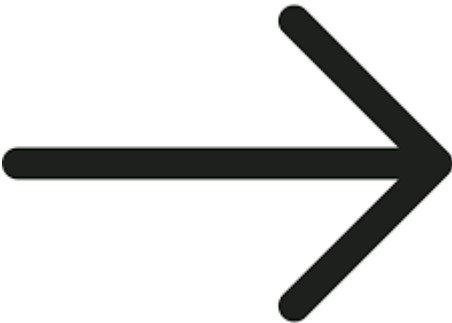
- Increase ability for public to engage more of the County's public-facing services online
- Aggregate data from other department systems, together with County Connect data, for a comprehensive view of service engagement



Council Requests Example

400 Council Requests for PDS*

* 2015-2018



Ward	#
1	49
2	34
3	15
4	59
5	66
6	77
7	25
8	23
Mayor	52
TOTAL:	400

Council Inquiries

Observations and Opportunities

Observations

- What triggered these requests?
 - Question from council?
 - Escalation by citizen not satisfied with service from administration?
 - Citizen bypassing administration and going through council?
- What program or service was the request regarding?
- How much effort was required by admin to respond?

Opportunities

- Capture additional information with Council Requests to
 - Improve understanding of impacted programs and what triggers the requests
 - Understand total effort required by administration to respond and resolve



How County Connect is making a difference

- Departments finding efficiencies and ability to provide better service through County Connect
 - Reporting capability allows departments to monitor timeliness, consistency, accuracy, and completeness of responses and resolution to requests
 - Supervisors able to assign workload and monitor service delivery performance in a timely manner
- Customers able to engage the County for services at a time and place of their choosing



County Connect kiosks at facilities

Success Story #1

Transportation Agriculture Services

Challenges

- Keeping track of customer requests and department responses
- Understanding customer satisfaction related to the department's service

Solution

- Leverage the County Connect platform to track/measure performance of customer requests
- Implement customer satisfaction survey on all County Connect closure emails

Outcome

- Improved monitoring and control of customer requests
- History of requests to better service customers
- Customer satisfaction better understood through measured survey feedback

Success Story #2

Transit

Challenges

- Requests that can't be resolved in the department's 10-day target, due to seasonal or budgetary constraints, can be forgotten or lost

Solution

- The customer is contacted and the request is addressed even if it cannot be resolved at the present time
- Request resolution deadlines are changed to ensure the department resolves when they are able

Outcome

- Requests that require action at a later date are not forgotten about
- Trust built with customers

Success Story #3

Transit & OEO

Challenges

- Responses to Council Requests run the risk of being uncoordinated and can confuse the customer
 - Request may have come across multiple channels (County Connect, email, phone call, elevator conversation) involving multiple staff who may not be aware that they are both addressing
 - Request and response may not have included all the parties necessary to be aware

Solution

- Protocol, defined by the Office of the Elected Officials, established with County Connect
- Director and Administrative Assistant only are involved in handling the request and it's associated communication to the customer

Outcome

- Department responses to Council Requests are now coordinated and timely
- Customer gets a single, coordinated message addressing their request
- All internal parties receive the same information regarding the request and response

