

KING TOWNSHIP ADMINISTRATIVE POLICY CUSTOMER SERVICE STANDARDS



POLICY NO.:
ADM-POL-150

Administration Department	Issue Date:	12/11/2019
Authored By: Jennifer Caietta	Issue No.:	1
Approved By: Daniel Kostopoulos	Next Revision:	12/11/2024

1 PURPOSE STATEMENT

- 1.1 The purpose of this policy is to:
- 1.1.1 Define standards when providing service to Township of King customers.
 - 1.1.1 Provide clear performance expectations and accountability for all staff to further enhance the Township of King customer service expectation.
 - 1.1.2 Provide service standards that define the time estimated to respond to requests received from Township of King customers and when they can expect requested services to be delivered.

2 POLICY OBJECTIVE

- 2.1 This policy is developed to further strengthen the objective of the Township of King's municipal vision, mission and values, which are to provide superior customer service and excellence in the delivery of municipal services.

3 APPLICATION/SCOPE

- 3.1 This policy applies to all staff handling customer inquiries via telephone, email, in-person, fax, online requests and responding to social media channels. Customers include staff, residents, business owners, visitors, tourists, investors and other stakeholders.
- 3.2 All staff is expected provide customer service excellence at all levels within the corporation and focus on the following key drivers which align with our corporate vision, mission and values.
- Respond and acknowledge receipt of customer contact within the time frame set out in this policy.
 - Provide accurate information and/or avenues for the customer to receive it.
 - Be polite and respectful.
 - Provide fair and consistent treatment.
 - Provide a response and ensure completeness of services or requests.
- 3.3 It is the expectation of staff to ensure our Customer Service Standards are in accordance with the [Accessibility for Ontarians with Disabilities Act, 2005](#), the [Integrated Accessibility Standards Regulation, Ontario Reg. 191/11 \(IASR\)](#) (Employment, Information & Communications, Transportation, Public Spaces), and the Township's Customer Service Corporate Policy COR-POL-120.
- 3.4 This policy shall not apply in times of declared emergencies. The Township's Emergency Response Plan details the protocol for Emergency Media Communications. These communications will be carried out in accordance with this policy, whenever possible.

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4 DEFINITIONS

- 4.1 **Citizen Relationship Management (CRM) - Service Request Ticket** means an electronic tool used by all staff to capture types of calls, walk-ins and emails in order to monitor service issues and identify trends and service gaps. A service request ticket is created when information needs to be sent to a servicing department when further action is required, or first point of contact cannot resolve the issue. Before opening a new service request ticket, staff will search to see if there is already an open request dealing with the same issue. If there is an existing service request, it will be acted upon appropriately.
- 4.2 **Customer** means staff, residents, business owners, visitors, tourists, investors and other stakeholders.
- 4.3 **Department Service Counter** means a front-line service area managed by a specific department, including the Finance Counter (second floor), Clerks/By-law Counter (second floor), and combined Development Services Counter (Building, Planning and Engineering, first floor).
- 4.4 **Direct Department Inquiry** means a type of inquiry in which direct department involvement is required to handle typically specialized technical service. The ServiceKing Associate (SKA) will provide direct department inquiries in one of three ways:
 - Required information as directed by servicing department is captured in CRM ticket and forwarded to appropriate servicing department
 - The SKA will transfer the call to the servicing department; calls are handled by introducing the caller and the nature of the call.
 - When inquiry is face to face, the SKA will direct to appropriate location, ensuring adequate service is available.
- 4.5 **Email and Fax Correspondence** means any electronic correspondence (by email or fax) received in the conduct of Township business, excluding but not limited to, unsolicited/solicited materials such as training programs, promotional events, general advertising etc.
- 4.6 **One (1) Business Day** means the 24 hour period after an inquiry is made during business hours, excluding weekends and holidays. Departments that have extended operating hours are also subject to providing a response within one (1) business day.
- 4.7 **Priority Ranking** means ranking the service request by the following criteria:
 - **Priority 1 – Health, Safety Risk or Time Sensitive.** SKA will first call service provider directly and then once direct communication has been established, will send CRM ticket. Example – Water Main Break.

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- **Priority 2 – Loss of Service or Inconvenience.** Example – Missed snow removal or animal control. Unanswered tickets will escalate after 24 hours.
- **Priority 3 – Complaints about Service.** Unanswered tickets escalate after 48 hours. Example – By-law Complaint, Water Meter Issue.
- **Priority 4 – Information Only.** Request for traffic calming measures, anonymous complaint, suggested improvement, compliment, etc. This priority is for a collection of information or tracking purpose only; may need to be utilized at a later date for statistical purpose. Tickets will be reviewed depending on the type weekly, monthly, quarterly or annually.

4.8 **Response** means staff acknowledging receipt of the customer request. This may include responding to the request at this time or, as requested, providing a suitable response time frame.

4.9 **Routine Inquiry** means a simple information type of request where an SKA provides information to customers and documents type/origin in CRM.

4.10 **ServiceKING Associate (SKA)** means a staff member in ServiceKING part of the centralized customer service located on the main level of the Municipal Office.

4.11 **ServiceKING (SK)** means the centralized customer service centre that handles front line inquiries via telephone, email and in-person. Telephone calls are directed to SK main telephone line 905-833-5321 or email to serviceKING@king.ca. The SKA will triage if this is a **routine inquiry** or a **service request inquiry** or a **direct department inquiry**. SK is located on the main level of the Municipal Office and is the first point of contact for all visitors, phone calls and emails. Customers are able to pay for, inquire about, apply for, register for or speak to SK about Township programs and services.

4.12 **Service Request Inquiry** means an inquiry which involves further action from a servicing department. Service requests are issues that cannot be resolved at the first point of contact. The SKA will capture information in a CRM ticket and determine where the service request is assigned and validate the priority ranking.

4.13 **Staff** means full-time, part-time, student employees and volunteers.

4.14 **Two (2) Business days** means the 48 hour period after an inquiry is made during business hours, excluding weekends and holidays. Departments that have extended operating hours are also subject to providing a response within (2) two business days.

5 TELEPHONE/VOICEMAIL STANDARDS

5.1 *Telephone Response Time* – Customer calls are returned as soon as possible when they are received. As a general rule, telephone calls will be returned within one (1) business day, with at minimum an acknowledgement of the call.

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- 5.2 All voicemail box messages are to be updated when out of the office; this lets callers know if an individual is out of the office for one (1) or more business days. The greeting must reflect the that they are out of the office, advise of a return date and identify who to contact in their absence.
- 5.3 All customers have the option of a live response during core business hours, that being Monday to Friday 8:30 a.m. to 4:30 p.m.
- 5.4 Staff using voicemail should provide the caller with the option of leaving a message, or pressing “0” to speak with another person in their work area. The staff person’s name and department must be part of the greeting.
- 5.5 When there is no one designated to answer as a back-up, phones should be forwarded to voicemail when they are away from the workstation (including non-business hours).
- 5.6 When answering an external phone call, a consistent greeting should be used. Always include a greeting and first name and applicable department and an offer of assistance. Example: “Good Morning, ServiceKING, Mary speaking, how may I help you?”
- 5.7 Voicemails must be checked daily and are the responsibility of each staff.
- 5.8 Callers will be assisted and if needed, will be directed to the correct department or representative. Callers will not be transferred to another voicemail box without being made aware first. Customers directly calling a department will have their issue resolved by involving as few Township staff as possible.
- 5.9 When leaving a voicemail for a customer, it is important to leave a call back number, extension, contact name, and reason for the call. Leaving these details will eliminate confusion on who to contact at the Township, should our number appear on call display.
- 5.10 *After-Hours/Emergency Phone Calls* – Outside of regular business hours, the Township’s phone lines are handled through an after-hour service provider. The after-hours script and information is maintained by ServiceKING.

6 EMAIL AND FAX CORRESPONDENCE SERVICE STANDARDS

- 6.1 It is the expectation that all Email and Fax correspondence will be acknowledged, verbally or in writing, within two (2) business days or sooner.
- 6.2 Vacation or Out of Office messages will be activated, providing a co-worker’s name and contact information, as backup while out of the office. This message should include the duration of absence.
- 6.3 A standard email signature is required by all Township staff for internal and external email. Refer to Appendix A, the Customer Service Standards Toolkit.
- 6.4 Automatic Reply (Out of Office) email notification is the responsibility of each staff.

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7 CRM SERVICE TICKETS SERVICE STANDARDS

- 7.1 CRM Service Tickets created by a SKA require responses based on the **priority ranking** attached to the ticket. Unanswered tickets escalate up the hierarchy chain until acknowledged.
- 7.2 Unanswered tickets will escalate in this order: Staff, Manager, Director and CAO.

8 ONLINE SERVICE REQUESTS STANDARDS

- 8.1 Once an Online Service request is submitted, it auto creates a CRM ticket to ServiceKING for reply or action.
- 8.2 Online Service requests must have a time frame attached for completing each request. This time frame must be clear to the requester.
- 8.3 If an Online Service request does not have a time frame attached, an acknowledgement must be made at a minimum within two (2) business days.

9 IN-PERSON – SERVICEKING AND DEPARTMENT SERVICE COUNTER STANDARDS

- 9.1 All Department Service Counters must be staffed during core business hours, that being Monday to Friday 8:30 a.m. to 4:30 p.m.
- 9.2 If Departmental Service Counters are unable to be staffed during core business hours, notice must be provide to ServiceKING via email to ServiceKING@king.ca with all details and any special instructions.
- 9.3 Customers and members of the public will be greeted in a polite friendly manner upon entering any service area and are to be served in the order they appear.
- 9.4 Where front counter staff is responsible to manage both walk-in and customers on the phone, walk-ins should always be responded to directly and given priority.

10 SOCIAL MEDIA

- 10.1 Social media use is guided by the Social Media Administrative Policy ADM-POL-107 administered by the Corporate Communications Officer.

11 RELATED DOCUMENTATION

- 11.1 Appendix A - Customer Service Standards Toolkit
- 11.2 Appendix B - ServiceKING Workflow Chart
- 11.3 Accessibility Standards for Customer Service Corporate Policy COR-POL-120
- 11.4 Social Media Administrative Policy ADM-POL-107
- 11.5 [Accessibility Standard for Customer Service, Ontario Regulation 429/07](#)
- 11.6 [Accessibility for Ontarians with Disabilities Act, 2005](#)

12 APPROVAL AUTHORITY

Original Signed

CAO

December 11, 2019

Date

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APPENDIX A – CUSTOMER SERVICE TOOLKIT



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Tips for Positive Citizen Interactions

- Listen intently; be positive.
- Respect cultures and diversity.
- Clarify citizen expectations evaluate; ask questions to understand.
- Each citizens needs are different, respond promptly and professionally.
- Show understanding and empathy.
- Remember citizens are at the Township for assistance.

In Person

- Greet customers in a warm and professional manner.
- Provide prompt service and serve customers in the order they arrive.
- Show courtesy and respect even if the customer is upset.
- Provide good customer service to assist the customer with the service/information. Avoid saying “That’s not my department” or “I don’t know who does that, so I can’t help you”.
- If you are unable to assist, ensure that the customer has the correct point of contact - do NOT guess. If you are unsure, ask or call a colleague or manager so that the customer will be guided to the appropriate department.
- If you work outside the office, ensure you properly identify yourself as a Township of King employee. Wear your badge and or proper Township logo attire; business cars should be available upon request.

Tips for dealing with difficult situations or citizens

Verbal abuse: Stay calm, be firm and respectful with the citizen and advise verbal abuse will not be tolerated. Inform your Manager/Supervisor immediately.

Threats: Inform your manager immediately.

Complaints about a Township Employee: Provide the confidential information to your Manager-Your Manager will contact Director/Human Resources.

General Meeting Guidelines

Some general guidelines include:

- Accessibility – with staff, volunteers or the public know your audience and if possible, encourage disclosure of any accommodation needs.

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- Arrive at the location a few minutes early to allow time to find a seat and be prepared before the meeting starts.
- Ensure everyone in the meeting knows one another, ensure that guests are introduced and their purpose.
- Meetings should have an agenda and if possible circulated at least 24 hours prior to the meeting.
- Be prepared.
- Keep the meeting organized by speaking when you have the floor and listen attentively when you don't.
- Understand the unwritten Speaking rules – be polite and respectful to everyone speaking; don't interrupt.
- Turn off cell phones while in the meeting, if you are expecting an important emergency call, advise the person running the meeting and leave your phone on vibrate and leave the room if necessary to take the call.
- Ensure the meeting ends on time, leaving outstanding items for another meeting, leave the meeting room in the condition.

Telephone

When answering an external phone call, a consistent greeting should be used. Always include a greeting and your first name and an applicable office and/or an offer of assistance.

Example:

“Good Afternoon, Planning department, Mary speaking how may I help you?”

When answering internal call, a greeting and first name is sufficient

Example:

“Good Moring, Mary speaking”

When away from your desk Mitel phones are equipped with a “State Feature” this allows you to select from the following – Available, in a meeting, Out of office, Vacation or Custom.

Voice Messages - Standards

If you require assistance setting up voice messaging or Mitel phone tips please contact IT department or see help page on the KINGDOM.

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In office

Hi, you've reached Jim Smith, Administrative Clerk in the Clerk's Department at the Township of King. I am in the office today, but unable to take your call at this moment. If your call is urgent, please press 0 and a ServiceKING Associate will take your call.

Otherwise, please leave me a message and I will return your call as soon as possible.

Thanks for calling the Township of King and have a great day.

Out of Office

Hello, you have reached Jim Smith, Administrative Clerk in the Clerk's Department at the Township of King. I will be out of the office from February 1st to February 14th. If you would like to leave me a message, I will return your call upon my return to the office.

If you require immediate assistance, please contact Tom Brown, Manager of the Clerks Department at 905-833-4321.

Thank you for calling the Township of King and have a great day.

Specific Working Hours

Hi, you have reached Mary Smith, Building Inspector at the Township of King. I am in the office during the hours of 8:00 am to 12:00pm. If you are calling outside of these hours, please leave a message and I will return your call as soon as possible. If your call is urgent please contact Peter Smith at 905-833-9999.

Thank you for calling the Township of King and have a great day.

Statutory Office Closure

Hello, you have reached Jim Smith, Manager of Parks and Recreation at the Township of King

Our offices are currently closed for the Victoria Day Holiday. Our offices will re-open on Tuesday May 24th, 2018 at 8:30 a.m.

Please leave a message and I will return your call upon my return to the office.

Thank you for calling and have a great day.

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Email Standards

A standard email signature is required by all Township staff as follows:

External

Mary Smith, B.SC.

Position Title

Division or Department

905-833-5321 x XXXX



The information contained in this message is directed in confidence solely to the person(s) named above and may not be otherwise distributed, copied or disclosed. This message may contain information that is privileged, confidential and exempt from disclosure under the Municipal Freedom of Information and Protection of Privacy Act. If you have received this message in error, please notify the sender immediately advising of the error and delete the message without making a copy.

Please consider the environment before printing.

Internal

Mary Smith, B.SC.

Position Title

Division or Department

Email out of office Assistant

It is expected that you utilize the “Out of Office Assistant” when away from the office and are unable to check messages. The message should include the duration of the absence, an appropriate message and alternative staff contact details.

Internal - Example:

I am currently out of the office until Monday February 1, 2019 and will be responding to my emails upon my return.

If you require immediate assistance, please contact Mary Smith at msmith@king.ca or by calling 905-833-5321 x 1234.

Have a Great day!

Jim Rogers

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(Include appropriate signature)

External- Example

Thank you for contacting the Township of King.

I am currently out of the office until Monday February 1, 2019 and will be responding to emails upon my return.

If you require immediate assistance, please contact Mary Smith at msmith@king.ca or by calling 905-833-5321 x 1234

Thank you and have a great day!

Jim Rogers

(Include appropriate signature)

In the event of an **expected absence** (such as retirement or leave of absence) an employee's manager shall contact IT to terminate the email address or have a standard Township reply added to the email as follows:

Thank you for contacting The Township of King.

Please be advised Mary Smith has retired effective February 1, 2019. Your email will be forwarded to the applicable staff person for review and response.

Email out of Office for Statutory Holiday

Thank you for contacting the Township of King.

Our offices are currently closed for the Victoria Day Holiday. Our offices will re-open on Tuesday May 24th, 2018. 8:30 a.m.

If you have an urgent Township-related matter, please call 905-833-5321 and the after-hours answering service will relay your call to the appropriate personnel.

For more information, please visit our website at www.king.ca

Jim Rogers

(Include appropriate signature)

