



ACCESS BARRIE MEMORANDUM

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TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: M. KOVACS, MANAGER CUSTOMER SERVICE X4747

NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: SERVICE BARRIE PHASING UPDATE

DATE: FEBRUARY 3, 2020

The purpose of this Memorandum is to provide an update to members of Council regarding the current status of the Customer Service Plan as requested by motion 15-G-213. It includes an update concerning Service Barrie highlights from 2019 as well as information on next steps, initiatives and exciting opportunities. As Council will recall the creation of Service Barrie was planned as a phased implementation. We have presently completed Phase 3 of 5 planned phases. Implementation of new technology is the ongoing area of focus. Implementation of a Citizen Experience Management (CEM) system will give the ability to track and measure citizen interactions and requests across the corporation.

Once the technology is implemented, increased capacity will allow for Service Barrie to partner with departments to take on additional services. Phase 4 and 5 will include the transition of most front line customer service for Water Operations, Corporate Facilities, Solid Waste Curbside Collection, Recreation and Events and Fire.

Current Status of Service Barrie Services

On November 28, 2019 Service Barrie marked three full years of operation. It has been a very busy three years with a multitude of services (see below) now offered in partnership with many departments. On average Service Barrie staff handle 200,000+ citizen interactions per year between the phones, email and in person contact.

2019 saw the addition of new telephone technology that allows better management of the flow of the customer's inquiry. This system also gives us more access to statistics and data that have given us fresh insights into the services that we offer.

Some examples of the data available to us include;

- Average length of calls – 2 minutes 58 seconds
- Average number of calls per day – 370
- Highest number of calls on one day – 523

Moving Forward

We will be continuing to leverage technology through the implementation of a new integrated Citizen Experience Management (CEM) system that will allow us to track our citizen interactions in one system allowing us to have "one view" of the citizen, their service requests and inquiries. This will save time for the citizen and staff alike as a record of previous interactions will allow everyone to pick up conversations where they last left off. Through integrating the CEM with existing corporate systems such as CityWorks and Accela efficiencies will be found for staff by allowing for a seamless flow of information between departments. The CEM system will go live internally in 2020 followed by an online customer portal that will give citizens the option to self-serve online and on the go for many service requests.



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In preparation for this new system, notices were sent in the November and December 2019 waterbills advising customers that the system was coming and would be using some existing water customer information to populate the system. Customers were given the opportunity to opt out of the system and that process is ongoing.

Once this technology is in place, there will be a substantial increase in data and metrics that will allow for the tracking of trends, measurement of service levels as well as provide for “one view” of the customer and all their interactions with the City of Barrie. This will allow Service Barrie to truly be a “One Stop” for City of Barrie Services for our Citizens.

Current Services Available

- Pay:** taxes, water bills, parking tickets, business licence applications/renewals.
- Purchase:** transit passes, parking passes, garbage tags, waterfront parking passes, community garden plots, subdivision papers/map, commemorative trees and benches, zoning compliance letters, marriage licences, commissioning services, pet licences.
- Pickup:** recycling containers, organics (green) bins, Community Information and Waste Reduction calendar, pre-ordered engineering drawings and City of Barrie pins.
- Book:** City Hall tours, art displays for City Hall, commissioning appointments, marriage licence appointments.
- Request:** sewer and sanitary device drawings, construction projects and capital plan information, information about Operations Department (e.g. Communities in Bloom, winter control, street sweeping).
- Submit:** Barrie Transit comments, complaints, applications for specialized transit use and general inquiries, residential building applications, building and zoning complaints, request for permitted use forms, reports of graffiti, Operations Department service requests (e.g. potholes, dead tree replacement, street lights out), Freedom of Information requests.

With more services to come!