

Memo



Date: May 3, 2011
File: 0150-20
To: City Manager
From: Nathalie Paulin, Performance Improvement Consultant
Subject: Customer Feedback Cards Program

Recommendation:

THAT Council receives for information, the report from the Performance Improvement Consultant dated May 3, 2011, with respect to the Customer Feedback Cards Program.

Purpose:

This is to inform Council that we are proceeding with the Customer Feedback Cards Program as one of the channels to gather comments regarding services provided to our customers.

Background:

In the fall of 2010, the City Manager asked Strategic Initiatives to develop a consistent approach to conduct surveys targeting the recipients of a specific service. Feedback obtained will enable us to provide an enhanced service for all our customers.

The first phase of the project is to develop and implement generic customer feedback cards (attached) to offer customers the opportunity to provide immediate feedback and suggestions for any service received at the City. The primary purpose of the customer feedback cards is to provide information to staff quickly so a problem can be solved or services improved as soon as possible.

The customer feedback cards are available at every City Hall customer counter and at the three feedback boxes (picture attached) locations. Relevant information will be gathered into our service request system for follow up and action.

Although the cards provide an immediate feedback regarding one or several services received, they cannot be used to track change or to represent the satisfaction of the majority of service users, therefore, the feedback cards need to be balanced with other survey strategies which still need to be developed.

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Considerations not applicable to this report:

Internal Circulation:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Financial/Budgetary Considerations:

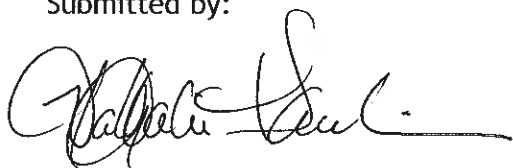
Personnel Implications:

External Agency/Public Comments:

Community & Media Relations Comments:

Alternate Recommendation:

Submitted by:

A handwritten signature in black ink, appearing to read 'N. Paulin', written over a horizontal line.

N. Paulin, Performance Improvement Consultant

Approved for inclusion:

A handwritten signature in black ink, appearing to read 'D. Graham', enclosed within a square box.

D. Graham, Director Strategic Initiatives

Attach (2)

Customer Feedback Card



**Help us measure and
enhance our service!**

Your satisfaction is important to us.
Please take a moment to complete
this questionnaire and return it to
one of the comment boxes located
at City Hall.

Thank you!

Date: _____ Postal Code: _____

1. Which customer service counter did you visit?

- ☐ Revenue/Cashier Payments (Level 1)
- ☐ Financial Services (Level 1)
- ☐ Application Centre (Level 2)
- ☐ Fourth Floor Reception (Level 4)
- ☐ Other

2. What was the purpose of your visit?

3. How satisfied are you with these aspects of our service?

	Very Dissatisfied		←→		Very Satisfied
Overall quality of service	1	2	3	4	5
Timeliness	1	2	3	4	5
Ease of service access	1	2	3	4	5
Staff courtesy	1	2	3	4	5
Staff knowledge	1	2	3	4	5
Quality of information received	1	2	3	4	5
Treated fairly	1	2	3	4	5

4. Did you get what you needed from us?

- ☐ Yes
- ☐ No
- ☐ I got part of what I needed

5. Can you suggest methods of enhancing our service delivery to you?

6. If you would like someone to contact you about your comments, please complete the following:

Name: _____

Phone #: () _____ - _____

