



Customer Service Strategy

2020-2023

GUIDING PRINCIPLES

- Our focus is the customer
- Our services are simple, accessible and easy to understand
- We offer our customers various service options
- Our staff are knowledgeable and skilled in delivering exceptional service
- We strive to continually improve our services and measure our performance
- We leverage new and existing technology to improve service delivery

QUALITY COMMITMENTS

- Solution oriented
- Timely
- Easy to access
- Professional

Create a culture centred on the customer

Deliver a positive and consistent customer experience
Build trust and credibility with our customers

- Establish customer experience implementation team
- Develop customer service standards
- Create a customer service policy
- Leverage future recognition program

Empower staff to deliver customer service excellence

Ensure staff have the appropriate knowledge and skills
Provide staff with efficient tools and resources

- Create and maintain a centralized knowledge base
- Enhance cross-departmental communication
- Develop and deliver customer service training programs
- Develop online customer service toolbox for staff

Continuously improve the way we serve our customers

Proactively respond to our customers changing needs
Leverage opportunities to enhance efficiencies

- Establish customer service performance measures
- Develop customer experience feedback program
- Improve customer service processes on a regular basis

Leverage technology to improve customer convenience

Modernize and automate services
Leverage data analytics to drive improvements

- Expand online self-serve capabilities for customers
- Utilize new and enhance existing technology systems
- Implement a CRM tool and a new phone system
- Automate data analytics and reporting

