



# 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