



City of Richmond
Finance & Corporate Services Division

Memorandum

To: Finance Select Committee
From: Anne Stevens
Manager, Customer Services

Date: July 10, 2002
File:

Re: **Service Levels for Customer Service**

Please find attached a brief description of the Customer Service area and the services provided. The Customer Service area is the first line of contact with the public either by phone, in person or e-mail. Included within this area are the rentals and special events for City Hall.

Anne Stevens
Manager, Customer Services

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Customer Service Section

(One Stop Shop)

Customer Services Representative –*Responsibilities*

The general purpose of this position is to provide a high level of customer service to our external and internal customers. The Front of House (FOH) Customer Service Representatives are the first and sometimes only contact for our customers. As service agents they represent the customer on behalf of their complaints, concerns and requests for information.

These positions are an integral part of City operations as they are usually the first contact for the City and as such the customer's first perception of us reflects upon the public image of the City as a whole. Our goal is to provide a positive customer service experience. This section provides the following services:

1. *Dissemination of City Wide Inquiries:*

- Usually first contact for customer complaints concerns and issues. We try to resolve the concern ourselves or we will act as an agent for the customer to find someone else who can best help him or her.
- Provide citywide information to both external and internal customers. Often includes research of information and interpretation
- Involves interpretation of all city maps, publications, bylaws and promotional material
- Interpret & print section, zoning, sanitary sewer, right of way and water maps
- Provide GIS information, benchmark and elevation information
- Development applications status inquiries
- Interpretation and processing of microfilm for both property records and BC Assessment, and provide legal descriptions for properties
- Interpretation and handling inquiries regarding all City publications, brochures, pamphlets, bulletins, etc. Also includes display, inventory and maintenance of all City publications. Manage and retain City Council/Committee Reports, Minutes & Agendas

2. *Processing of Various City Applications, Forms and Licences:*

- Commercial decals, dog licences, taxes (property & utility), water sprinkling permits, tenders, microfilm requests and garbage disposal vouchers.

3. *Operation of Cash Receipting System:*

- Receive payments for sales of all city maps, publications, bylaws, and various promotional materials
- Process payments for business licences, commercial decals, tenders, dog licences, property taxes, utility bills, garbage disposal vouchers, microfilm orders, permits & applications, parking tickets, filming and public works invoices
- Distribution of cheques for City contractors

4. *Operation of the City's Telecommunication Centre:*

- Answers a variety of questions regarding the City and the various services the City provides.
- Resource and referral service for various external agencies ie: Federal and Provincial Government and Community Groups
- Respond to all email messages the City receives
- Provide relief coverage for Finance, Administration and Community Services
- Receive complaints and respond to them either over the phone or through general e-mail

5. *Clerical Support, Special Projects and Payroll Entry*

- Responsible for time sheets, payroll entry, payroll forms and prior period adjustments for all Customer Service
- Complete special assignments and clerical jobs as requested. Some examples are: City grant applications, emergency support system, City Hall rentals, training manuals, and tours

Customer Services - Special Events and Rentals of Meeting House:

- Manage special events and room rental program within the Meeting House area. This program is to generate approximately \$55,000/annually.

Service Requests/day for Customer Service Area:

Description	Amount
Phone calls received by Switchboard	3200/wk
Walk in Customers	250 per day
Internet E-mails	20 per day
Rentals	65 rentals Up to Sept/2002 Revenue generated to same is \$23,781.00. This does not include Advisory & non Profit groups

Staff Complement:

Customer Service has eight FTE and one Manager. The manager deals with complaints and issues staff aren't clear about, assists front where possible along with assisting people with unusual requests. The Manager also is responsible for City grant program, Integrated Service Teams, safety program for City staff, Heron Café and rentals.

The Manager assists the customers in get through the 'maze' of City Hall and continually assists staff in improving their service to the customer by reviewing printed material, providing feedback to staff and looking for better ways of doing business, with the ultimate goal of making it easier for the Customer to do business with the City.

The following table shows the staff complement and the impact of services provided:

Depart. Name	Service Level	FTE	Net Cost	IMPACT					
				Technical & Safety	Community & Partners	Socio-Economic	Financial	Political	Environmental
Customer Service	Front Counter Service Daily	4.8	\$267,147		x	x	x	x	
Customer Service	Telephone Daily	2.5	\$139,140		x	x	x	x	
Customer Service	E-mail requests Daily	0.2	\$ 11,130		x	x	x	x	
Customer Service	Rentals Daily	1.5	\$ 83,483		x	x	x	x	
		9.0	\$500,900						

The following table lists staff complements for Richmond, and for several other Cities.

City	Switchboard (Number of people)	Front Counter Receptionists/Clerks	Rental Staff
Richmond: <ul style="list-style-type: none"> • No voicemail at switchboard • No public access to floors 	2	4	2
Burnaby: <ul style="list-style-type: none"> • Public access to floors 	1	17 (Receptionists for each department)	
Coquitlam: <ul style="list-style-type: none"> • Voicemail at switchboard • Public access to floors 	1	20 Clerks/Receptionists	
North Vancouver: <ul style="list-style-type: none"> • Public access to floors 	2 (One to direct traffic & one to answer switchboard)	8	
Surrey: <ul style="list-style-type: none"> • Voicemail with a wait time of 10 mins. • Public access to floors 	1.5 for main switchboard 4 minor switchboards	21	
Delta: <ul style="list-style-type: none"> • Changing to Richmond approach 	1 main switchboard 1 to direct traffic and to provide relief	16	