

city of

Wetaskiwin

PRESS RELEASE

Results of City of Wetaskiwin's customer service survey now available

January 27, 2020

(Wetaskiwin, Alberta) – The report showcasing the results of the City of Wetaskiwin's first customer service survey was presented to City Council at their regular January 25, 2021 meeting and is now available for public review.

Originally conducted from May to June of 2020, the synthesis of the survey results—in which 113 people participated—was delayed by the impact COVID-19 had on the organization's resources and capacity. The published 14-page report—available for viewing at haveyoursay.wetaskiwin.ca—points out an inconsistent delivery of customer service throughout the organization both before and throughout the COVID-19 pandemic.

"The City is committed to delivering a high-quality, consistent customer service experience," states Sue Howard, City Manager for Wetaskiwin. "The finance department is overseeing the customer service desk and phone lines right now as our leadership team further develops the City's customer service strategy. Anyone with questions is welcome to call our main line at 780.361.4400."

Below is a high-level summary of the survey results:

- The top three preferred methods of contact specified by survey participants were email, online (social media; website) and phone.
- Utilities, waste & recycle, and recreation were the three service areas members of the public dealt with most often.
- The City's customer service ranking improved overall following the initial closure of City facilities to the public due to COVID 19 in March of 2020 (the only exception was a 3% rating reduction regarding employees responding to requests in a professional and friendly manner).
- There is room for improvement on the timeliness of responses to public enquiries (40% of survey respondents felt they did not receive a response within a reasonable amount of time).

Since reviewing the survey results, the City has committed to improving its customer service delivery through the following:

- The development of a customer service manual to help facilitate the delivery of consistently excellent customer service throughout the organization.
- Conducting another customer service survey later in 2021 to determine if the City's customer service delivery is improving (the survey results will be shared again with the community).
- The City's senior leadership team has added customer service as a standing item to their meetings to encourage organization-wide dialogue on what excellent customer service looks like.

The City thanks those who participated in the 2020 customer service survey. The results can be accessed through the City's online engagement platform, and the 2021 customer service survey will be available on the same platform later this year.

About the City of Wetaskiwin

Wetaskiwin is a secure, connected, and inclusive community home to a diverse population of 12,655 people. Located only 30 minutes south of the Edmonton International Airport, the City of Wetaskiwin provides a high quality of life through ample recreation opportunities, diverse cultural activities, and a modernized, business-friendly downtown.

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