

December 3, 2014

**COMMUNITY SERVICES - CUSTOMER SERVICES  
INFORMATION REPORT # 2014 – 31**

TO: Members of Council

COPY: Members of SLT  
Members of OLT

SUBJECT: Access Newmarket – Overview & Reports

ORIGIN: Manager, Customer Services

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**RECOMMENDATIONS**

**THAT Community Services/Customer Services report 2014-30 dated December 3, 2014, regarding Access Newmarket software and reports be received for information.**

**COMMENTS**

The Town of Newmarket's Customer Relationship Management (CRM) software allows staff across the organization to capture customer inquiries or complaints, track issues to resolution, and monitor trends. This software is called Access Newmarket and is used by staff in the Customer Service Centre at Town Hall, the CS Kiosks at the Magna Centre and Ray Twinney Complex, the Operations Centre Administration staff, and by support staff in the Mayor and Councillors' offices.

Customer contacts are entered into the system and assigned to other staff for handling, as necessary. All call types have pre-determined 'priority levels' which can be overridden by the staff person entering the ticket, when the situation warrants. Any unanswered tickets escalate to the applicable supervisor and continue to escalate through higher levels in the organization, if they remain unanswered. Reminder notifications are generated every 30 days for tickets that have not been completed or closed.

The priority levels are:

**Priority level 1:** Issues that represent a Health & Safety risk such as, a water main break, broken glass in a playground, etc. These tickets escalate after 15 minutes.

**Priority level 2:** Issues that represent a loss of service or inconvenience to the customer and include animal control, missed snow removal, etc. These tickets escalate after 60 minutes if they are unanswered.

**Customer Services**

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**Priority level 3:** Where the issue is a complaint related to service delivery such as bylaw complaints, weed control, etc. These tickets escalate after 3 days, if they remain unanswered.

**Priority level 4:** Tickets that do not require a response and are sent to the appropriate department for informational purposes and no follow-up is required. These tickets do not escalate. Examples include anonymous complaints.

Members of Council are encouraged to direct customer issues to staff in the Customer Service Centre or support staff in the Mayor and Councillors' office to help ensure that all issues are documented, escalated as appropriate and to avoid duplication of efforts.

Many reports are generated on a regular basis and used to help business units identify opportunity areas, close service delivery gaps, ensure that any outstanding issues are identified and resolved and also to support budget discussions related to resource requirements.

### **SAMPLE REPORTS**

Attached to this Information Report are sample reports that will provide Members of Council with a sense of the type of information available by call type, by ward, and for the Town as a whole.


1. Total customer contacts, 2011 to 2014, for all channels (telephone, counter, email, and mail)
2. Top 5 service requests for 2014 (Town wide), and 4 year trends
3. Top 5 service requests by ward (2014 year to date)
4. Waste Collection (complaints & service requests ) 4 year trend
5. Waste Collection (complaints & service requests) by month, September 2013 to November 2014

Also attached is a process flow diagram outlining the approach taken by staff in the Customer Services department to ensure that issues are documented, actioned and followed up on as appropriate.

### **CONTACT**

Any questions related to this Information Report, the Access Newmarket system or reports that can be generated should be directed to Jamie Boyle, Supervisor Customer Service Centre at 905-895-5193, ext. 2254 or [jboyle@newmarket.ca](mailto:jboyle@newmarket.ca) or Bonnie Munslow, Manager, Customer Services at 905-895-5193, ext. 2251 or [bmunslow@newmarket.ca](mailto:bmunslow@newmarket.ca)

  
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