



## 2020 to 2023 Business Plan

Service: Service London

**\$0.01**

Cost per day for the average rate payer (2020 to 2023)

**0.15%**

Of the 2020 to 2023 City of London Net Property Tax Supported Budget

### Who we are:

- Service London is about delivering value through integrated customer-centred service. This means that we want to deliver services that are important to residents and in a way that is focused on their needs.
- There should be no wrong door to access City of London services. We are committed to delivering services that are simple, seamless, personalized and accountable.

### What we do:

- Service London is a transformative initiative that improves access to City services through the modernization and integration of our customer service channels and infrastructure.
- Service London maintains the City's customer relationship management system which is the backbone to our drive to modernize and integrate all customer service channels (online, phone, in person)
- The Service London Contact Centre is the first point of contact for City information and services related to public works (roads, trees, garbage and recycling, etc.) and enforcement.

### Why we do it:

- **Essential**– The provision of citizen/customer interfaces are necessary to ensure sufficient access to City services.

The following table provides an overview of the budget for this service:

Budget Summary (\$000's)	2020	2021	2022	2023	2020 to 2023 TOTAL
Gross Operating Expenditures	\$976	\$991	\$1,003	\$1,007	\$3,977
Other Revenues	\$0	\$0	\$0	\$0	\$0
<b>Net Tax Levy Supported Operating Budget</b>	<b>\$976</b>	<b>\$991</b>	<b>\$1,003</b>	<b>\$1,007</b>	<b>\$3,977</b>
Total Capital Expenditures	\$318	\$300	\$200	\$2,280	\$3,098
Full-Time Equivalents (FTE's)	10.0	10.0	10.0	10.0	N/A

Reflects 2020 to 2023 Council Approved Budget – January 12, 2021.

The following section provides an overview of the key activities the service plans to undertake from 2020 to 2023 to implement the Corporation's 2019 to 2023 Strategic Plan, as well as an overview of the risks and challenges the service is anticipated to experience during this period:

### Service Highlights 2020 to 2023

- Continue to extend and optimize the Customer Relationship Management (CRM) system to high priority areas, leveraging other corporate technology projects to deliver better outcomes for staff and customers.
- Increased responsiveness and transparency with our customers through the monitoring and tracking of service requests in CRM platform against planned completion.
- Continued implementation of initiatives aimed at integrating and standardizing the customer experience across all channels (phone, email, in person). This includes:
  - Enhance the online experience by enabling additional service request types, features and functionality on the Service London Portal
  - Improve the in-person experience through a comprehensive counter strategy aimed at providing more access to a broader range of information and services at strategic locations
  - Actively monitor data and trends to continue to increase the effectiveness of our phone channel
  - Increased public awareness about service information, standards and channels
- Increase efficiency and effectiveness of service delivery to ensure that Londoners experience exceptional and valued customer service through the implementation and monitoring of customer service standards

## Service Highlights 2020 to 2023

- Increase responsiveness to our customers to ensure that Londoners experience exceptional and valued customer service by continuing to focus on streamlining customer intake and follow-up across the corporation
- Continue to focus on improving access to services and information across the organization in order to reduce barriers to access city services and information to ensure Londoners experience exceptional and valued customer service.

## Risks and Challenges Anticipated in 2020 to 2023

- Microsoft will no longer support on premise licenses as of 2021; Microsoft is implementing a new licensing fee structure for Dynamics 365 in the cloud, which will generate increased costs for the City
- Other implementation-related and inflationary budgetary pressures affecting licensing, maintenance, upgrades and training that may cause increased costs to the City.
- Segregation of services and functions within City Hall creates a need for the consolidation of information and an increased focus on internal liaison, and presents challenges in the tracking of meaningful data.

The service directly supports the following components of the Corporation's 2019 to 2023 Strategic Plan:

### Leading in Public Service

Londoners experience exceptional and valued customer service.

**Expected Result:** Increase community and resident satisfaction of their service experience with the City.

**Strategy:**

- Streamline customer intake and follow-up across the corporation. (LPS-07)

Metric	2019	2020	2021	2022	2023
80% of satisfied with the services they received based on contact with the City in the last 12 months	0%	80%	80%	80%	80%

## Leading in Public Service

Londoners experience exceptional and valued customer service.

**Expected Result:** Increase efficiency and effectiveness of service delivery.

**Strategy:**

- Implement customer service standards. (LPS-08)

Metric	2019	2020	2021	2022	2023
<b>90%</b> of customers satisfied with the service they received.	90%	90%	90%	90%	90%

**Expected Result:** Reduce barriers to access city services and information.

**Strategy:**

- Implement ways to improve access to services and information. (LPS-16)

Metric	2019	2020	2021	2022	2023
<b>13</b> services available at customer service counters.	9	10	11	12	13
<b>5</b> new tools and resources available in multiple languages.	1	1	1	1	1
<b>90%</b> of customers satisfied with the service they received.	90%	90%	90%	90%	90%
<b>16,100</b> Service London Portal users.	3,000	3,100	3,200	3,300	3,500
% of contact centre service levels achieved.	75%	TBD	TBD	TBD	TBD

**Other reference information:**

- Strategic Plan 2015-2019 – Available by contacting [ServiceLondonContactCentre@london.ca](mailto:ServiceLondonContactCentre@london.ca)
- Service London Implementation Plan – Available by contacting [ServiceLondonContactCentre@london.ca](mailto:ServiceLondonContactCentre@london.ca)

**Contact:**

- John Nolan, Manager Service London
- 519-661-CITY (2489) Extension 1551
- [jnolan@london.ca](mailto:jnolan@london.ca)