

Durham Region Phase IV

311 Customer Service Strategy

Project Summary:

The project is centered on the enhancement of the Durham Region's 311 services, a convenient way for the public to access non-emergency programs and services through phone (311), email and self service portal. The main objectives of the project are:

- Understand the municipal customer service expectations of the residents of the Region through a comprehensive public consultation
- Make recommendations for developing Durham Region's 311 customer service strategic plan
- Improve customer satisfaction and service delivery
- Raise awareness about the 311 services across Durham Region

Project Goals:

- Use data from currently conducted survey to understand customer preferences and demographics
- Analyze the survey data to provide insights to improve service delivery and customer satisfaction
- Research seven municipalities strategic plans to provide best practice insights for the development of Durham Region's long term 311 strategic plan

Methods:

- Profound requirements grasp and outline clearly project scope and timelines
- Allocate resources and segment teams for delivery efficiency
- Identify potential risks and create a strategy to respond to the risks
- Ensure clarity, constant communication, and transparency among the team and stakeholders
- Regularly inform the sponsor and stakeholders of the progress

Outcomes:

Customer Service Strategy Plan Recommendations based on:

- Research analysis of 311 Service reports across seven municipalities in North America
- Analysis and Insights from the myDurham311 public consultation (survey data)

Why is this important?:

- Eliminating bottlenecks in the existing customer service workflow
- Improve service delivery
- Inform decision making
- Gain insights into customer preferences to align services with residents' needs
- Overall, enhance customer satisfaction

