



### Project Summary:

The Service Durham group aims to understand customer service expectations and demographic changes in the next 10 years. The project's goal is to develop a customer service strategy by analyzing data, conducting surveys, and incorporating findings into the Regional Strategic Plan to meet the changing needs of the community.

### Project Goals:

The project aims to develop a 10-year customer service strategy for the Service Durham team by analyzing data on shifting demographics and identifying preferred customer service channels through surveys with residents. Our first phase involves gathering and analyzing demographic data, creating a customer feedback survey form and designing customer survey framework.

### Methods:

To unify information for the project, we cleaned and standardized the data to ensure accuracy and consistency. We combined data from multiple sources, Stat Canada and IRCC, using a data integration approach, but relied on the Stat Canada information due to some discrepancies.

### Outcomes:

We gathered data on languages, ethnicity, demographics, and immigration for different Durham cities in 2011, 2016, and 2021. We used stratified sampling to determine the necessary number of surveys from each city in the Durham region and created a customer feedback survey form to collect data on customer expectations.

### Why is this important?

The demographic data and customer feedback survey results will provide insights into the preferences and expectations of Durham Region's diverse population. This information can be used to improve services to better meet the community's needs. For example, if a significant portion of the population prefers digital communication, the Region can invest in digital strategies to better engage with the community.

