

311 Toronto - Service Requests Update

Date: November 10, 2021

To: General Government and Licensing Committee

From: Director, 311 Toronto

Wards: All

SUMMARY

City Council, at its meeting on July 14, 15, and 16th, 2021, requested the Director, 311 Toronto, to report back to General Government Licensing Committee on the current service levels associated with Service Requests, and any potential improvements that can be made to automating processes where possible.

RECOMMENDATIONS

The Director, 311 Toronto recommends that:

The General Government & Licensing Committee receive this report for information.

FINANCIAL IMPACT

There is no financial impact from the adoption of the recommendations in this report.

DECISION HISTORY

At its meeting on July 14, 15, and 16th, 2021, City Council adopted MM35.12 "Increase in 311 Toronto Service Request Reports and Accountability Measures" which directed the Director, 311 Toronto to report back on how to better integrate City divisions into an automatic 311 service request reporting process".

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2021.MM35.12>

COMMENTS

311 provides residents, businesses and visitors with easy access to non-emergency City services, programs and information 24 hours a day, seven days a week. 311 can offer assistance in more than 180 languages and via multiple channels, such as, phone, email, online, mobile application.

On October 29th, 2021, 311 successfully launched and implemented a new consumer grade E-CRM platform that is a foundational enterprise initiative. It will further enhance future customer service experiences with a commitment to digital government in the City. This new platform has enabled 311 to efficiently manage all customer interactions and touch points across all 311 channels including a new suite of self-service tools; new citizen portal, live chat support and a new mobile App.

A summary of some of the new features that residents and the public will have access to include; the ability to book appointments for selected services, Opt-in for notification via text messages (SMS) or email for updates through the service fulfilment journey, review and explore open service requests on the public right of way in their neighbourhood via a new explore map functionality, get their own unique tracking number for an existing duplicate service request so they can also track it, and directly chat with a live 311 agent from the City portal.

311 continues to provide City Councillors with quarterly updates on major service trends. Going forward, trends and key service levels as related to our integrated services divisions of Solid Waste Management, Municipal Licensing & Standards, Toronto Water, Transportation Services, and Parks, Forestry & Recreation will also be included. 311 will continue working with all our key stakeholders and partners to enhance the level of service provided to all our customers.

On October 20, 2021, the General Government and Licensing Committee requested the Executive Director, Municipal Licensing and Standards to report to the November 30, 2021 meeting on how to ensure that updates from 311 Toronto include the Service Request number and the original complaint. With the E-CRM platform now in place for 311, the 311 Customer Service Request Number (SR#) is now mapped to the MLS back-end and mobile systems in such a way that officers in the field are now able to view the SR# for all new service requests created in the E-CRM via their mobile app.

Attached for reference purposes are;

Appendix A - Service Request Summary: Total Volume and overall Service Standard for each integrated service division

Appendix B - Service Request Details: Volume and corresponding service standard for each SR type

CONTACT

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SIGNATURE

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ATTACHMENTS

Appendix A - Service Request Summary: Total Volume and overall Service Standard for each integrated service division

Appendix B - Service Request Details: Volume and corresponding service standard for each SR type