

## Appendix 2 –

# Side-by-side Statement Comparison of City-wide Service Promise

### Original and Refreshed Wording

#### Service Promise

Original Wording	Refreshed Wording	Notes
A Service Promise guides how City of Toronto staff interact with each other, Members of Council, residents, businesses, visitors and partners. It serves as a guideline for delivering exceptional experiences and helps to promote a consistent level of service across the organization.	A Service Promise guides how City of Toronto staff interact with each other, Members of Council, residents, businesses, visitors and partners. It serves as a guideline for delivering professional and consistent service across the organization.	<ul style="list-style-type: none"> <li>Second sentence revised to emphasize ‘professional’ and ‘consistent’ service, vs. ‘exceptional’; keeping closer to current priorities.</li> </ul>
We promise to:	While exemplifying the values and commitments laid out within the <a href="#">Toronto Public Service By-Law</a> , we promise to:	<ul style="list-style-type: none"> <li>Moved from Standard 5 due to more accurate alignment as an overarching element informing both the aspirational and explicit commitments of City of Toronto staff to each other and the public as members of the Toronto Public Service.</li> </ul>
1. Treat you fairly with dignity and respect.	No change.	
2. Make your experience as simple and convenient as possible.	No change.	

Original Wording	Refreshed Wording	Notes
3. Provide choice, accessibility, and flexibility, where possible, in accessing City services.	Provide choice, accessibility, and flexibility, where possible, in accessing our services.	<ul style="list-style-type: none"> <li>Swapped 'City' for 'our' to make relevant for all service users: the public, Members of Council, and City of Toronto staff.</li> </ul>
4. Be knowledgeable and help you find the information you need.	Be knowledgeable, professional, and help you find the information you need.	<ul style="list-style-type: none"> <li>Added 'professional,' to emphasize the variety and quality of City of Toronto staff knowledge and conduct, and to maintain alignment to TPS By-Law content.</li> </ul>
5. Offer responsive and reliable services, following the City-wide Service Standards.	No change.	
6. Protect your personal information.	Protect your privacy and personal information.	<ul style="list-style-type: none"> <li>Added 'privacy' to reflect feedback from City of Toronto staff about its importance.</li> </ul>

City-wide Service Standards

Original Wording	Refreshed Wording	Notes
City-wide Service Standards provides a guideline for delivering great experiences and inspires a consistent level of service delivery across the organization. The following standards detail how staff can commit to exhibiting exemplary customer service behaviors and work together to uphold the City's refreshed Service Promise.	City-wide Service Standards provide a guideline for delivering professional and consistent service across the organization. The following standards detail how staff can demonstrate their commitment to the customer experience and work together to uphold the City's refreshed Service Promise.	<ul style="list-style-type: none"> <li>Similar revisions to those in the pre-amble to the Service Promise section, above.</li> </ul>

Original Wording	Refreshed Wording	Notes
<p>1. Inquiries and requests:</p> <p>a. Telephone calls should be returned within one business day or 24 hours where services operate on a 24-hour daily cycle.</p> <p>b. Voicemails should be returned within one business day or 24 hours where services operate on a 24-hour daily cycle.</p> <p>c. Emails should be acknowledged within two business days or 48 hours where services operate on a 24-hour daily cycle.</p> <p>*Unless business needs vary, which should be stated in public-facing service standards communications.</p>	<p>1. Inquiries and requests, including those received by phone and email, should be acknowledged within two business days, or 48 hours where services operate on a 24-hour daily cycle – unless business needs vary, which should be stated in staff- and public-facing service standards communications.</p>	<p>Enhanced clarity and consistency:</p> <ul style="list-style-type: none"> <li>• Streamlined to one statement.</li> <li>• Adjusted wording to reflect both internal (City of Toronto staff) and external (public) experiences.</li> <li>• Aligned response time to two business days or 48 hours, to simplify and keep consistent with common practice in other jurisdictions while aligning to internal feedback received.</li> <li>• Adjusted reference to channels to make space for current and emerging approaches while maintaining reference to phone and email as primary methods.</li> </ul>
<p>2. Out of Office Messages:</p> <p>a. Voicemail greetings will be activated as needed and provide a co-worker's name and contact information. They will be courteous, informative and request callers to leave a detailed message.</p> <p>b. Email messages will be activated as needed and provide a co-worker's name and contact information.</p>	<p>2. An out-of-office voicemail greeting and an automated email response message should be activated as needed, providing the name and contact information for a co-worker, or an alternative contact.</p>	<ul style="list-style-type: none"> <li>• Streamlined to one statement.</li> <li>• Added 'alternative contact' in response to feedback that a co-worker is not always operationally accurate.</li> <li>• Further details of what to include in the out of office message could be included in supplementary materials.</li> </ul>

Original Wording	Refreshed Wording	Notes
<p>3. Email signatures will be used by staff in all internal and external communications. Please follow the Corporate Identity Program's email signature guidelines.</p>	<p>3. Email signatures will be used by staff in all internal and external communications, following the Corporate Identity Program's email signature guidelines.</p>	<ul style="list-style-type: none"> <li>Enhancement suggestions for email signature guidelines that were inspired by City of Toronto staff feedback were incorporated into the recent update to the email signature guidelines in early 2024.</li> </ul>
<p>4. The Hybrid Work Program, currently being updated, will be adhered to for virtual and hybrid meetings.</p>	<p>4. Participation in meetings should align with the <a href="#">Hybrid Work Program</a>, including requirements to attend in-person or on-camera, where specified.</p>	<ul style="list-style-type: none"> <li>Evolved wording to highlight relevant pieces of the <a href="#">Hybrid Work Program</a>, recently updated in late 2023.</li> </ul>
<p>5. The <a href="#">Toronto Public Service By-Law</a> will be abided on all matters related to ethics, conflict of interest, confidentiality and political activity.</p>	<p>See Service Promise pre- amble:</p> <p>While exemplifying the values and commitments laid out within the <a href="#">Toronto Public Service By-Law</a>, we promise to:</p>	<ul style="list-style-type: none"> <li>Moved this piece to the pre- amble in front of the Service Promise statements due to more accurate alignment as an overarching element informing both aspirational and explicit commitments of City of Toronto staff to each other and the public as members of the TPS.</li> </ul>