



Complaints & Compliments Update

Appendix 1

The City Complaints and Compliments Process

Phase 1 of the *Complaints and Compliments* project enabled the public to submit complaints, compliments, comments and escalations for 5 divisions.

- Customer Experience (311)
- Municipal Licensing and Standards (Toronto Animal Services)
- Solid Waste Management Services
- Toronto Water
- Transportation Services (Road Operations)



Public can now create a complaint through the web or the 311 mobile app



Redesigned division's complaints webpages with clear, simplified language



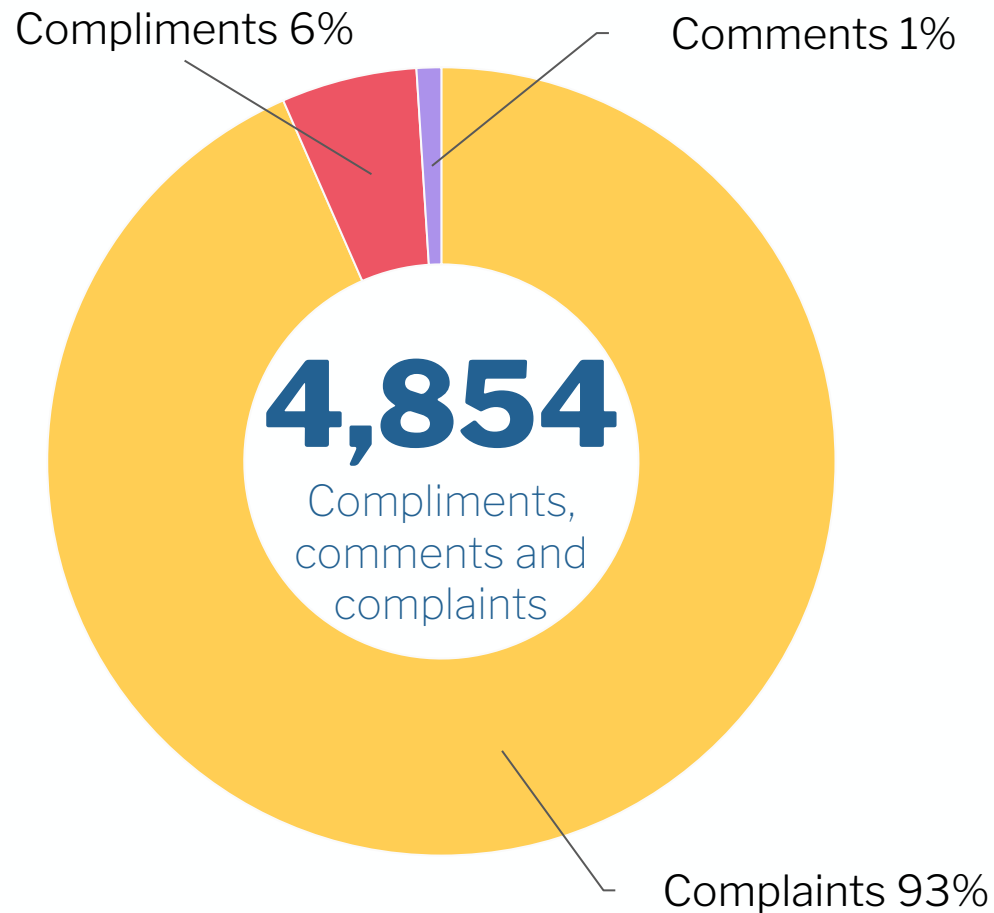
Standardized escalation process across divisions to manage and track cases



Project team continues to work with Phase 1 divisions to improve the system

The objective is to drive efficiency, fairness, transparency and accountability.

Overview of complaints & compliments for 311 integrated service divisions



76%

Complaints
meet SLA

5%

Complaints
are escalated

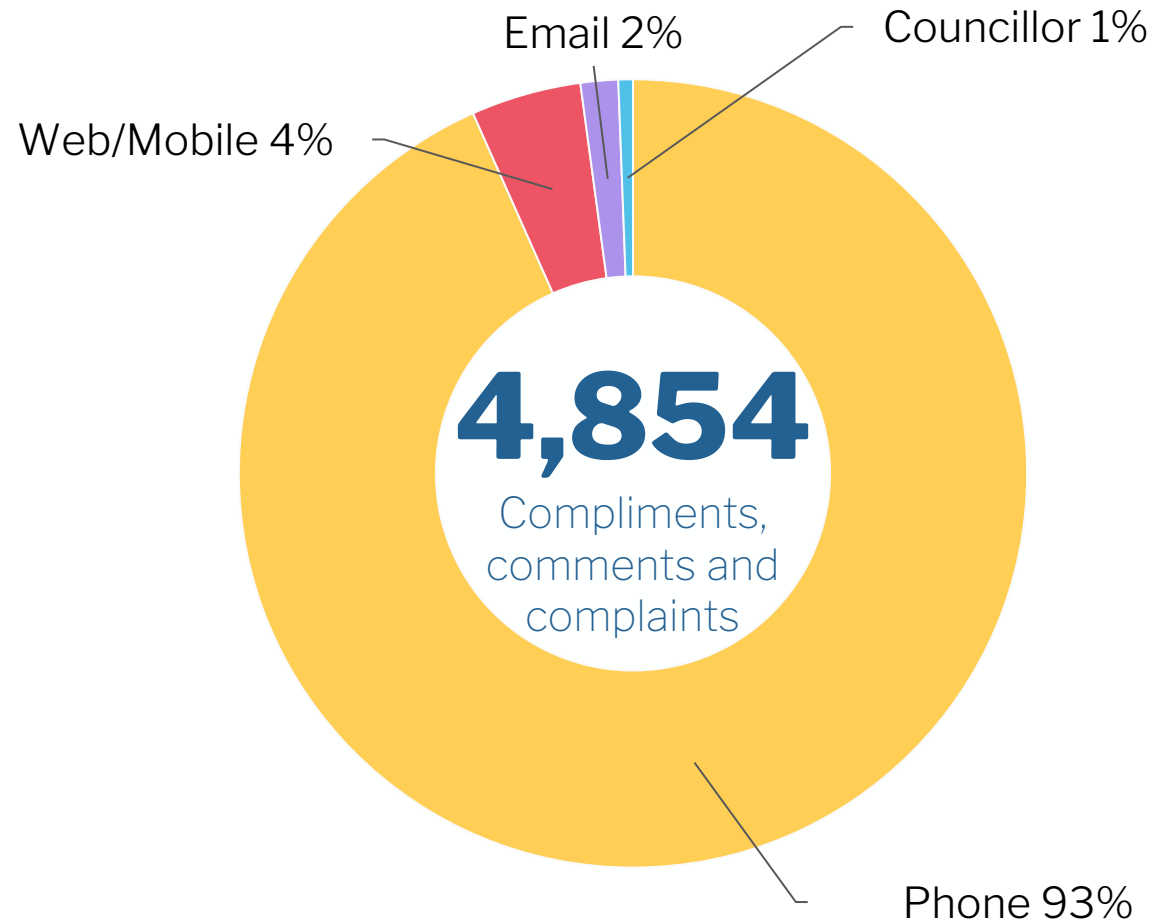
238

Escalations
opened

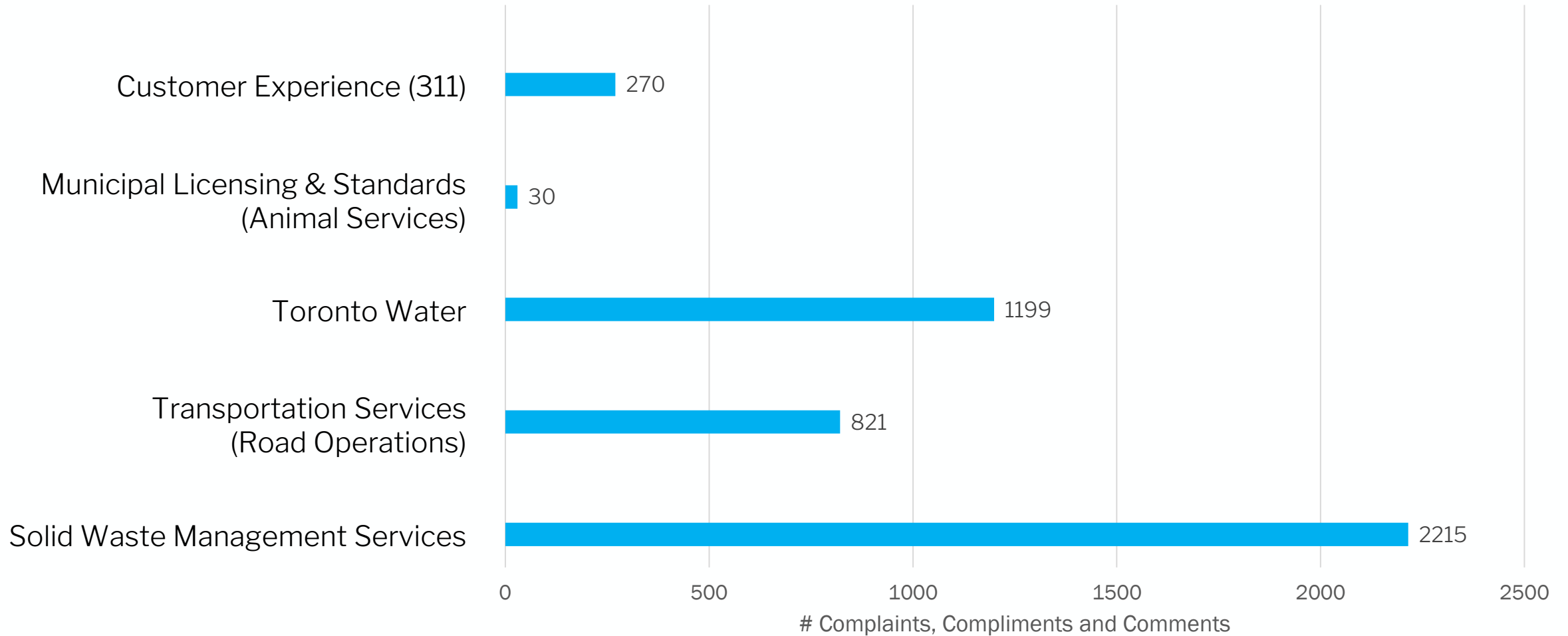
18

days on avg
to close an
escalation

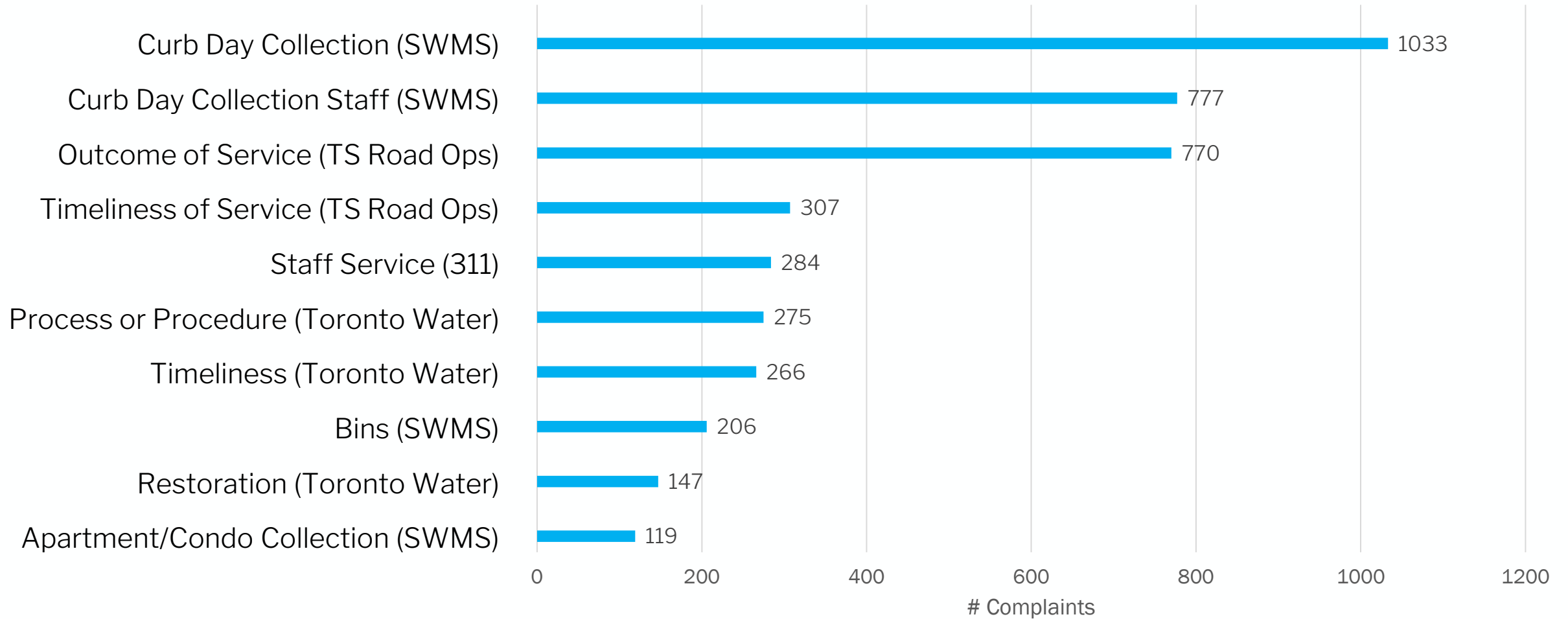
93% of the public prefer to speak to a live person to open a complaint



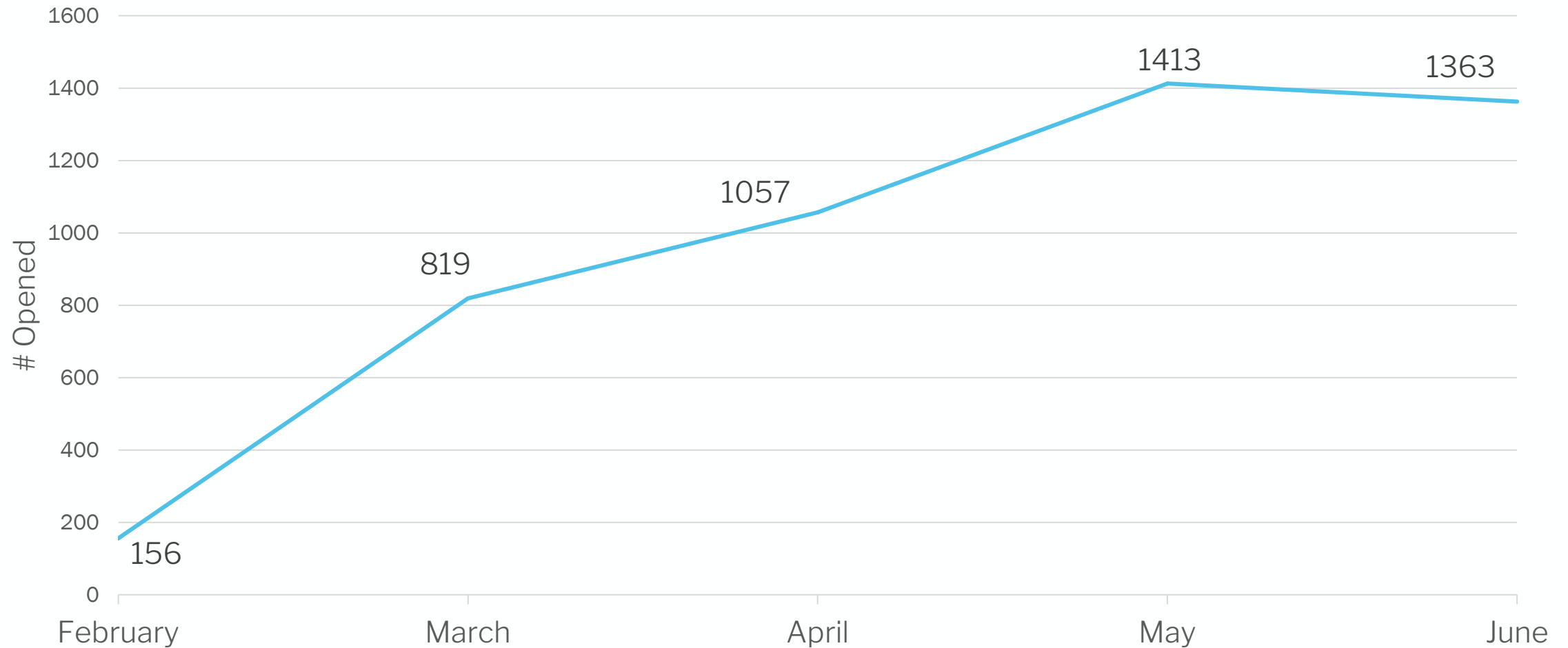
4,854 Complaints, compliments and comments were received through 311 in the past four months



92% of the complaints received through 311 are related to these 10 issues

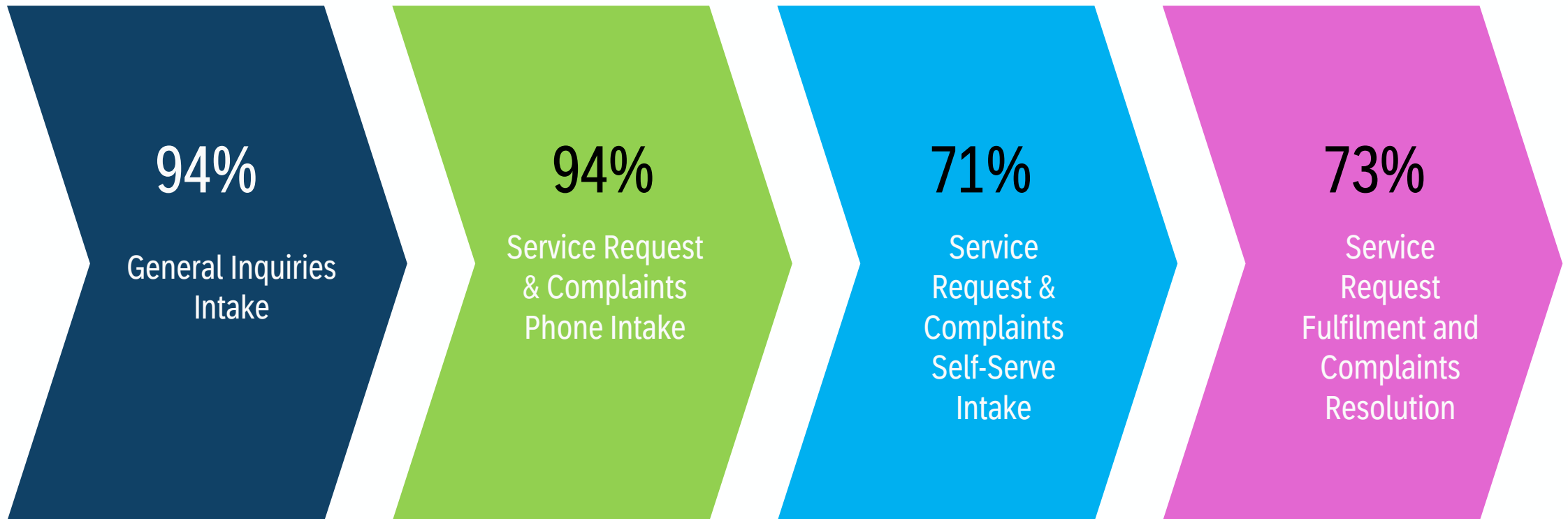


Trend in complaints, compliments and comments opened



311 Service Insights Survey

Satisfaction rates calculated based on respondents who answered 'Very Satisfied' or 'Satisfied' *



Surveys Sent since December 18, 2023: 60,030 / Surveys Responded To: 12,790

Response Rate: 21%

*Based on Gartner Research – Industry standard is 65%

Opportunities and Insights

- Divisions are receiving complaints directly via email and phone from the public and councillors that are not entered into Salesforce
 - Divisions need to enter these to enable automated status updates for the public and more accurate statistics
- Not all complaints from the public fit into the categories created by divisions for 311
 - Divisions should review and update the complaint categories to make the process of opening a complaint easier for the public
- 56% of complaints are opened against a previously opened service request
 - Increasing service request satisfaction will decrease the number of complaints received
- Analysis of CSAT trends can improve divisional processes and the public's satisfaction
 - Evaluate strategies to communicate complaints and survey functionality to the public

Next Steps for CXD

- The Customer Experience Division (CXD) is assessing divisions and discussing with division heads to onboard to Phase 2 of Complaints & Compliments.
 - Divisions that have committed:
 - Transportation Services
 - Toronto Shelter & Support Services
 - Discussions are ongoing
- Onboarding of Fleet Services by end of July.
- Working with Strategic Public and Employee Communications to standardize the divisional complaint webpages for all remaining divisions.
 - This work will be phased and is expected to be complete by Q1 2025.
- Continue to monitor statistics over the next few months, establish trends and compare to benchmarks.