

Service Excellence Committee Overview

Friday, February 28, 2025

➤ Today's Presentation

Purpose

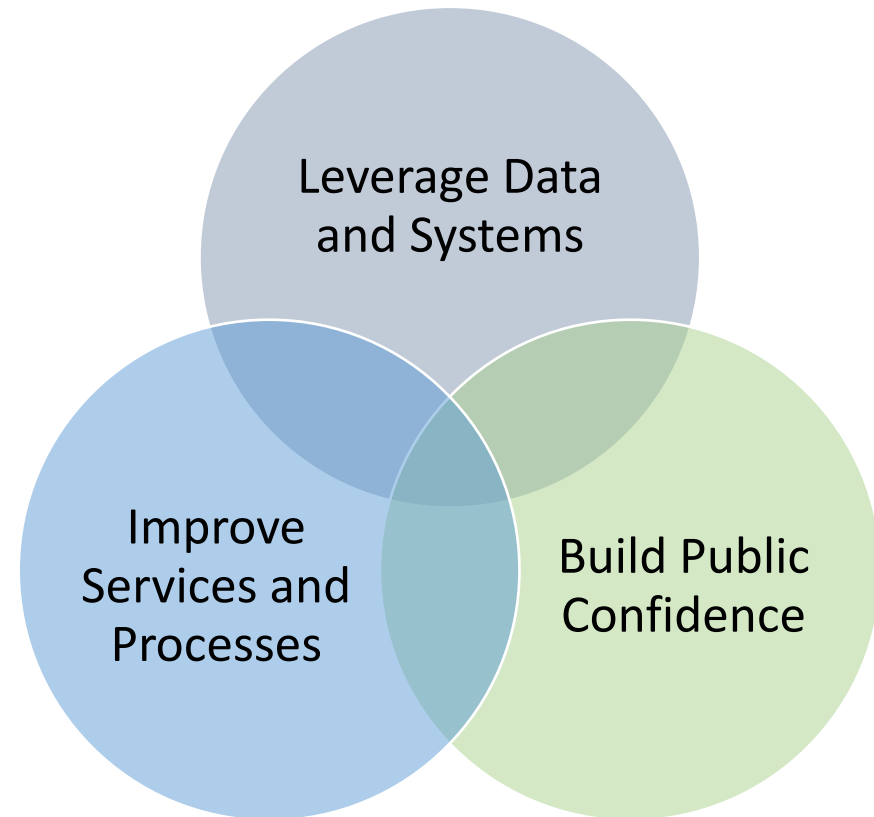
1. Review the mandate of the Service Excellence Committee;
2. Discuss service excellence at the City of Toronto and how this committee plays an important role; and
3. Describe the 311 Customer Experience approach, system modernization, and data and how the data supports service excellence

➤ Service Excellence Committee

Mandate

The Service Excellence Committee is a Special Committee whose primary focus is better leveraging 311 data to understand how we can improve City services and be more responsive to the needs of all Torontonians.

Responsibilities



➤ Key work advanced in 2024

Listening to Toronto Survey

Complaints and Compliments
Process Enhancement

311 Reporting and Dashboards

311 Service Request Expansion
and Contact Centre Consolidation

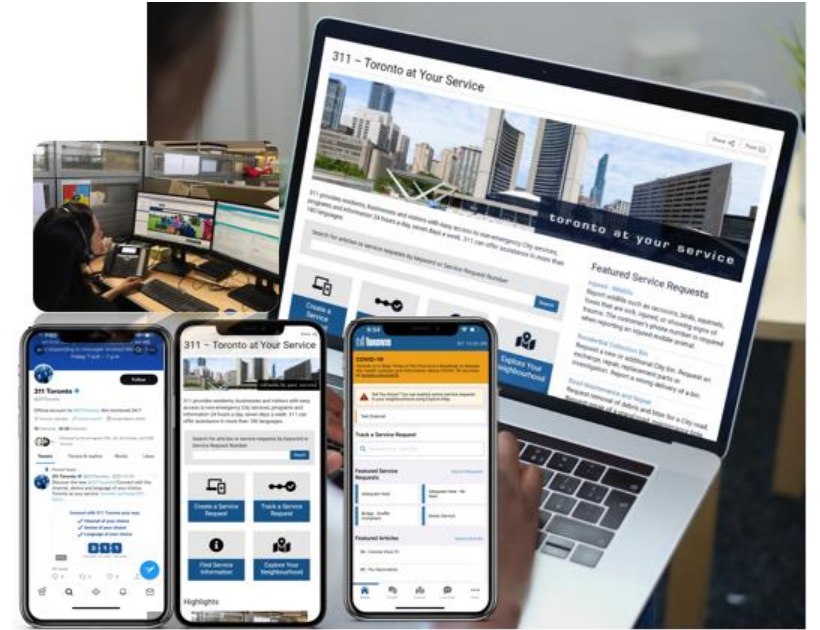
City-Wide Service Promise Refresh

Service Standards and Improving Responses

- Senior Services and Long-Term Care: Homemakers and Nurses Service Program
- Toronto Water: Sewer Line Block
- Urban Forestry: Tree Maintenance and Planting
- Solid Waste Management Services: Street Litter Bins
- Municipal Licensing and Standards: Animal-Related Service Requests
- Transportation Services: Potholes and Boulevard Damage

➤ Customer Experience – 311 – Toronto at Your Service

- **311 Toronto** provides residents, businesses and visitors with access to non-emergency City services, programs and information 24 hours a day, seven days a week.
- Customers can connect using the channel of choice via phone, the portal, live chat, mobile app, social media (X / twitter), email, fax and mail.
- **311 collects and responds to Service Requests on behalf of its five Integrated Service Divisions (ISDs):** Solid Waste Management Services, Transportation Services, Toronto Water, Municipal Licensing & Standards (including Toronto Animal Services) and Urban Forestry within the Environment, Climate, and Forestry Division.
- Data from 311 is shared with Divisions and Councillors to offer insights and supports data driven decision making and staff reports.
- 311 continues to make **ongoing improvements** based on data and feedback to enhance the customer experience.



➤ Modernizing the Public Experience

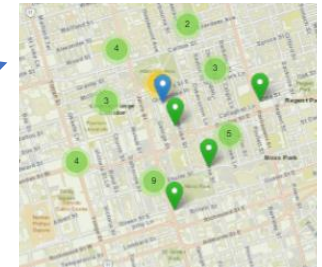
Initiate a Request for Service



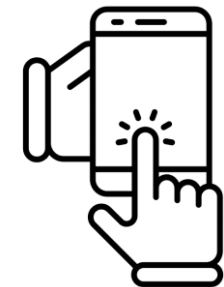
Track the Status of a Request



Find Requests in Your Neighbourhood



Self-Service anywhere with the mobile app



Customer Experience – 311 – Toronto at Your Service

Share Print Translate



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.

Search for information or requests by keyword or request number

Search



[Submit a Service Request or Feedback](#)



[Track a Service Request or Feedback](#)

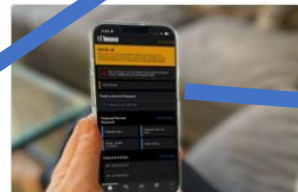


[Find Service Information](#)



[Explore Your Neighbourhood](#)

Highlights



[Connect with 311 on the go](#)

The new 311 Toronto App is now available for download on the App Store for Apple iOS & Android operating systems.



[Share Your Feedback About City Services](#)

Complaints, comments and compliments for some City of Toronto services can now be submitted online through 311 Toronto.

Frequent Requests

[Coyote Sighting](#)

To report a sighting of a coyote in the City of Toronto. Including exploring a home or building far from a large park or open area.

[Residential Collection](#)

Request a new or additional City bin. Request an exchange, repair, replacement parts or investigation. Report a wrong delivery of a bin or return a bin.

[Property Standards and Maintenance Violations](#)

Report a property that does not meet the City's municipal code or rules on property maintenance and occupancy, such as pest control, retaining walls, vacant buildings, roofs, stairs, elevator, ventilation, dust from residential construction, clothing box.

[Road Pothole / Road Damage](#)

Report pothole on a City of Toronto roadway and report road damage or uneven pavement.

[Browse All Frequent Requests](#)

Trending Information

[311 Online Service Request - Categories Index Page](#)

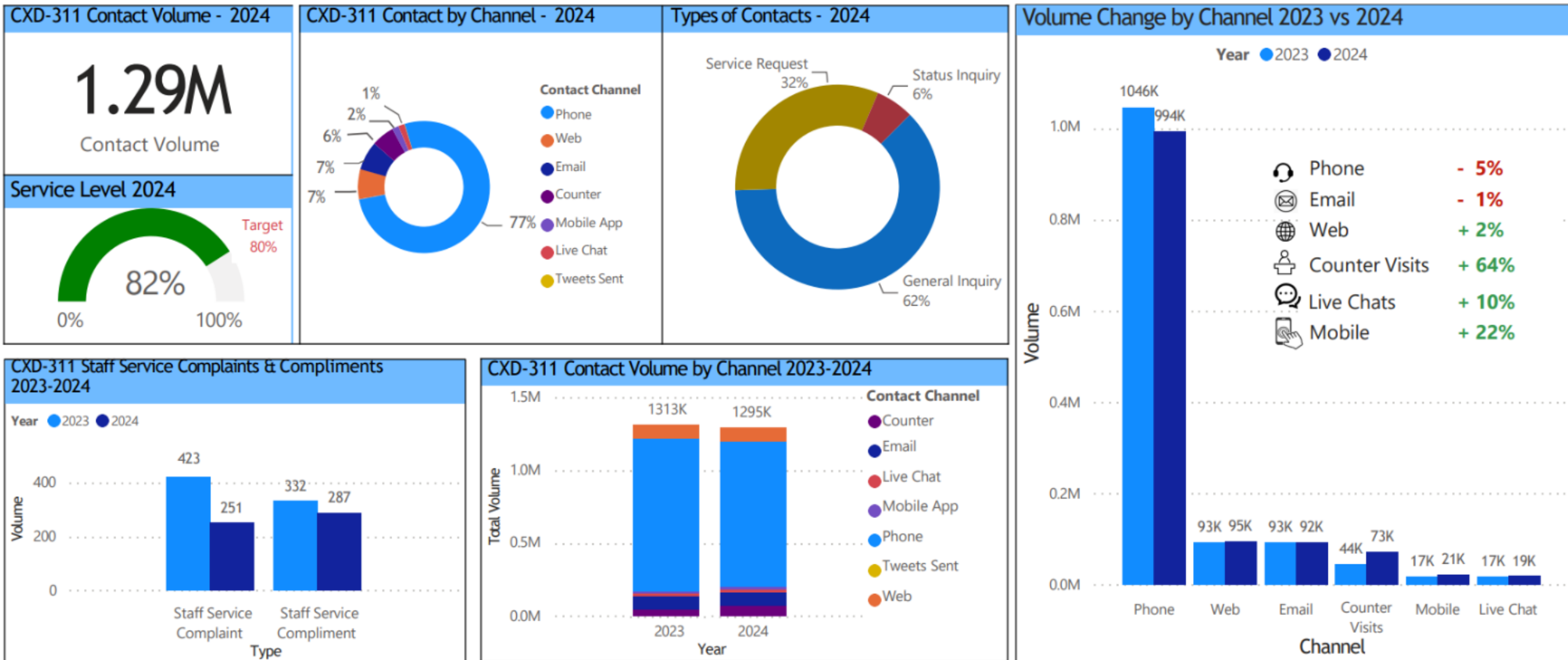
[City policy on coyotes - bites - attacks - risk to public safety - wildlife sightings](#)

[On-street Parking Enforcement](#)

[Potholes on City of Toronto roads or expressways](#)

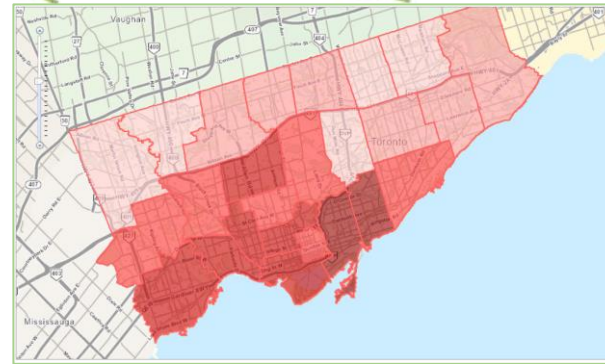
[Chat with an Expert](#)

➤ 311 Key Metrics: 2024



➤ CXD-311 Service Request Data Types & Reporting

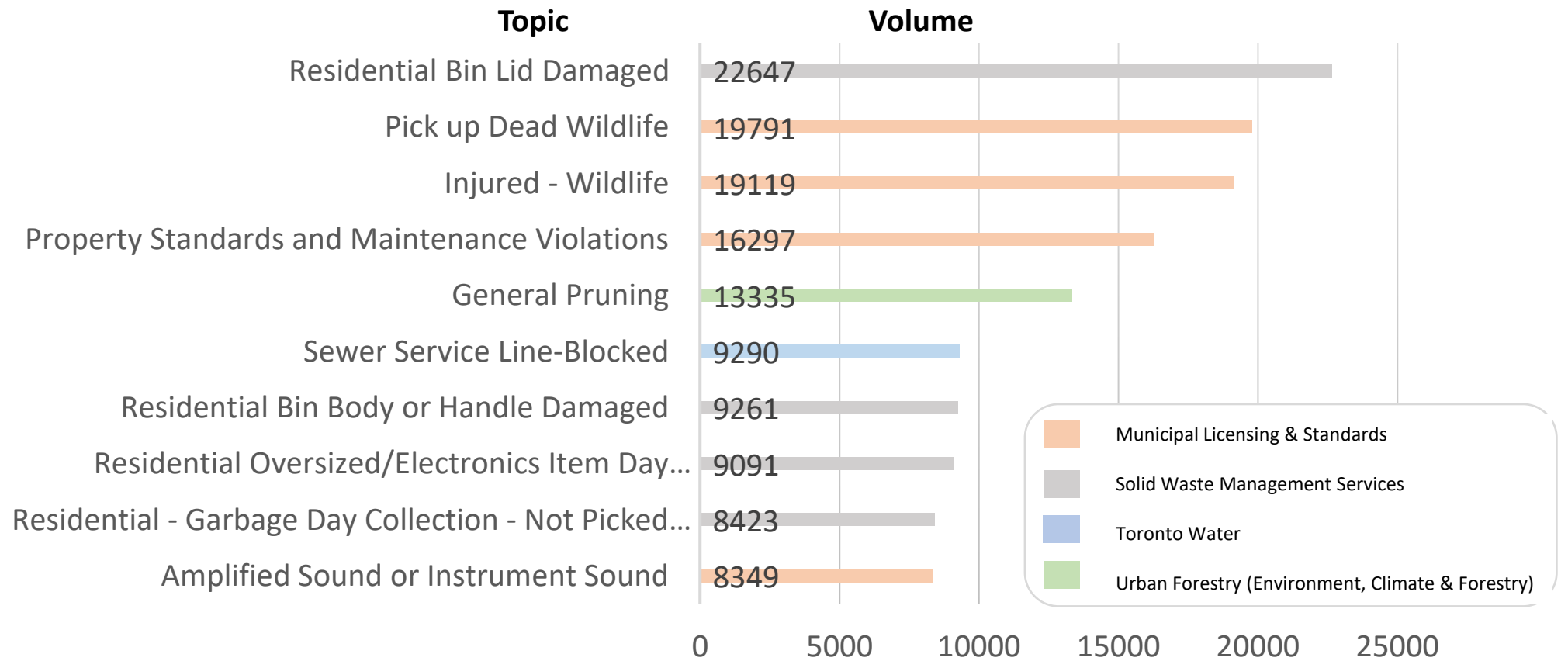
- **Volumes**
- **Service Request (SR) Types:**
 - By Location
 - By Ward
 - By Channel
 - By Division
 - By Status
- **SR Heat Map**
- **SR Service Standards and Resolution Times**



Service Request Map

➤ Top 10 Service Requests (2024)

The information below provides insight into the issues that matter the most to Torontonians contacting the City through 311:



Continuous Improvement

- **Digital Channel Improvements**

- Encouraging and driving self-service adoption through incremental updates that provide a simple, easy and intuitive experience for the public to engage with the City, allowing customer service agents to focus on more complex customer needs.

- **Closing the Loop**

- Providing transparent, consistent and meaningful updates and notes back to the public when closing Service Requests (SRs) or when work will take longer than expected

- **Parks Operations Integration to 311**

- Expanding support and intake services related to the operation and maintenance of Parks through centralized intake via 311 and offering the same consistent experience to the public as is available with other SRs for other Integrated Service Divisions.

- **Public Dashboards**

- Publishing visualized reports of the top 10 SRs and their performance against standards on the City's public website.

Thank you