

Evolving the 311 Customer Experience

Customer Experience Division

Executive Committee Presentation

The City's Front Door

311 connects residents, businesses, and visitors to information, services, and support **24 hours a day, 7 days a week.**

1.58M+
INTERACTIONS IN 2025

Up 5.7% from 2024

81% Call Pickup within 75 seconds

91% Email Response within 24 hours

90% Customer Satisfaction



PHONE



WEB



MOBILE



LIVE CHAT



EMAIL



COUNTER



TTY



SOCIAL



SERVICE IN 180+
LANGUAGES



ACCESSIBLE

Understanding Our Customers

Since Summer 2025:

350+

PUBLIC PARTICIPANTS

1,700+

HOURS

10

RESEARCH STUDIES

Customers want:



Clarity

Simpler choices make search and navigation easier.



Language

Plain, problem-based wording helps people take action.



Orientation

Clear entry and signposts build confidence.



Speed

Fewer steps help people complete requests faster.



Imagery

Visual cues help people scan and choose quickly.



Guidance

Support tools like AI help people know what to do next.



Integration

Connected tools create a more seamless experience.



Expectation

Clear updates and outcomes build trust.

CXD: A Year in Review



IMPROVED ACCESS

Launched Internal AI Assistant

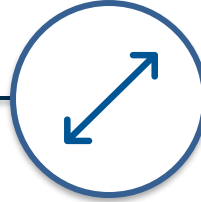
Supporting our agents in providing accurate and fast service

Faster Connection to Agents

3 minutes → 40 seconds

New Channels

27,000 SRs submitted through email since July 2025 Launch



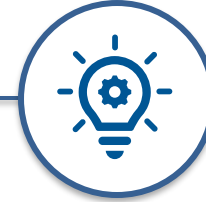
EXPANDED SERVICES

Parks Integration

8,000+ requests since launch in September 2025

Recreation Integration

Launched June 8, 2026



INCREASED CLARITY

Service Dashboards

From static to dynamic public dashboards

Closing the Loop

Notes launched April 2026
Milestone launched May 2026

New Communication Standards

72 SRs updated to new standards

CXD's 2026 & 2027 Focus Areas

Front-end Redesign



Public Facing AI Chatbot



New 311 Website & App



311 Login/Account



Content Review
Improved customer communications

Closing the Loop



Clearer Outcomes

Written notes and status reasons



Clearer Progress

Status updates and milestone tracking



Service Continuity

Better reassignment across divisions



Clearer Timelines

More accurate dates, with updates when things change

Business Intelligence



Public Dashboards

Transparency with the public



Councillor Dashboards

Support Councillors to know what's happening in their wards



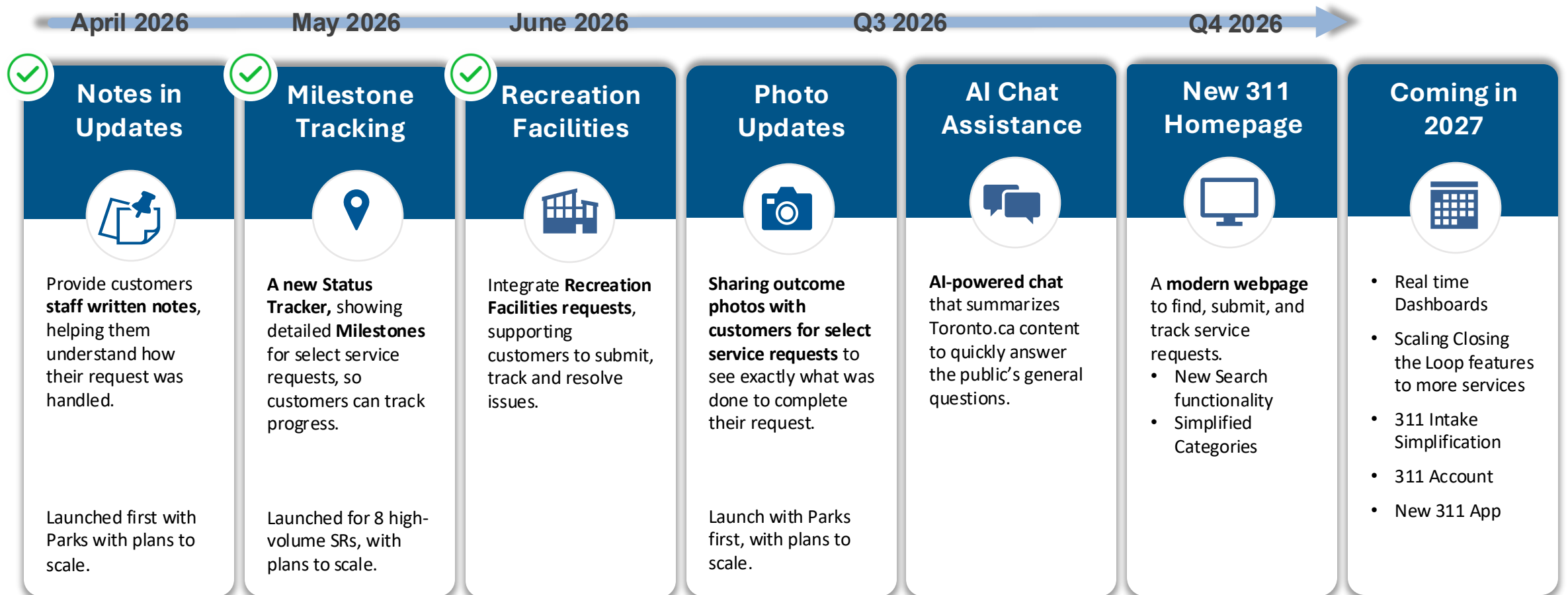
Data Driven Decision Making

Inform decision making across the City with data insights

Modern experiences. Stronger follow-through. Clearer insights.



CXD's 2026 Plan



Thank You

FOR YOUR CONTINUED SUPPORT

To our partners across:

- **Integrated Service Divisions**
- **Technology Services Division**
- **Communications Division**
- **Service Excellence Committee**

For moving the Customer Experience of the City forward for everyone.

