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## **Technology Enhancements for Improved Services Delivery Information Report**

Report Number: 2018-09

Department(s): Customer Services, Community Services Commission, Information Technology, Corporate Services Commission

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Date: May 23, 2018

In accordance with the Procedure By-law, any member of Council may make a request to the Town Clerk that this Report be placed on an upcoming Committee of the Whole agenda for discussion.

### **Purpose**

The purpose of this report is to provide Members of Council with an overview of two key technology upgrades currently underway. Implementation of a new telephone system and upgraded Customer Relationship Management software will help us to provide even better customer service to residents while supporting our goal of delivering effective and efficient services. ]

### **Background**

#### **Access Newmarket upgrade**

Access Newmarket is the Customer Relationship Management software used by staff in the Customer Service Centre, Customer Service Kiosks, Executive Offices, and Operations Centre to track customer issues, manage complaints and monitor emerging trends. The version in use since 2004 was outdated and in need of an upgrade in order to be able to continue supporting business needs going forward. On May 7, 2018, an upgraded version of Access Newmarket was launched throughout the organization.

## **Telephone System and Call Centre technology**

A change in the telephone system including the call centre applications will commence the weekend of May 26 and 27, 2018. This switchover is a complete replacement of the existing software to a more sophisticated system that provides numerous benefits to residents and staff.

## **Discussion**

### **Access Newmarket upgrade**

On May 7, 2018 after months of user requirement documentation, programming, testing, and training, Access Newmarket 2.0 was launched. Some of the benefits with the upgraded software include:

1. Improved abilities for front-line staff and management to monitor outstanding customer issues;
2. Easier identification of the same or similar issues from different customers;
3. More user-friendly capturing, monitoring and updating of customer information and details related to the issue;
4. A more efficient use of staff time by sending issue notifications directly to the individuals responsible for resolving the service request through the use of mobile technology; and
5. Complete replacement of supporting technologies including database and operating system.

### **Telephone system upgrade**

Starting on May 25th, 2018 the entire phone system for the Town of Newmarket, including all outside locations, will migrate over to a new solution, with the final cutover completed by mid-June. The primary driver behind this change in telephone system is a requirement to upgrade to newer technology, however, there are many benefits provided by the new software:

1. In the event of an emergency requiring evacuation, it will be much easier to send call centre calls to an alternate location, in a matter of seconds;
2. Callers who know the name or the extension of the person they wish to speak with can choose to say or enter the name or number and have their call immediately directed to their party, bypassing the Customer Service Centre, thereby avoiding a large number of calls where a quick transfer is all that is required;
3. The ability to perform 'on demand' recording of calls, while respecting all privacy and compliance requirements including disclosure to the caller, in the event of threatening or abusive language;
4. Potential of eventually offering remote access capabilities where calls can be directed offsite, for teleworking purposes;
5. Capabilities for web-chat so that Customer Service staff can assist visitors to our web-site, identify barriers to completing transactions on-line and,

- potentially decrease calls or emails to the Customer Service Centre which require more staff time for response; and
6. Improved reporting capabilities will allow for opportunities for process improvements so that we can better identify trends and track the flow of calls.

## **Conclusion**

Upgrading these two system applications was crucial from an operational viability perspective; each system was at or near the end of its useful life. With the introduction of these two system changes, staff will be able to provide even better services while providing management and council with valuable information related to trends, opportunity areas and service improvements.

## **Business Plan and Strategic Plan Linkages**

Efficiency and Financial Management: Ensuring that our technology and processes meet the needs of a growing community helps to provide efficient and effective services.

## **Consultation**

Staff in the Information Technology and Customer Service departments were heavily involved in both of these projects through the creation of the requirements, testing, training, documentation and lessons learned. Procurement staff was involved in all aspects of the contract from creation to execution. All impacted departments have been or will be engaged in the stages of needs analysis, training and post launch debriefs.

## **Human Resource Considerations**

Not applicable to this report.

## **Budget Impact**

Not applicable to this report.

## **Attachments**

None.

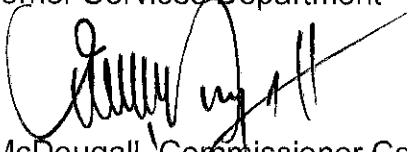
## **Contact**

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**Approval**



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