



Customer Service Standards

2025-2028

Vision

We believe that exceptional customer service is more than a priority; it's a commitment that defines our dedication to the community.

Mission

We are committed to delivering exceptional, accessible, and responsive customer service that builds public trust, embraces innovation, and puts people first—striving to ensure every interaction with our municipality is seamless, inclusive, and efficient.





Stronger Together

We value our staff and our community, working in partnership to build trust and deliver great service.

Customers and Municipal staff feel supported, respected, and connected.



Service Excellence

We set and uphold high standards to ensure every interaction is professional, consistent, and fair.

Customers and Municipal staff know what to expect and trust the quality of service they receive.



Clear Connections

We communicate openly, clearly, and accessibly across all channels.

Customers and Municipal staff stay informed, feel heard, and trust our transparency.



Smart Solutions

We use tools and technology that make services simple, efficient, and effective.

Customers and Municipal staff experience faster responses and smoother interactions.

Core Pillars

CUSTOMER SERVICE STANDARDS



We are...

Adaptable
Empathetic
Knowledgeable
Solution Based
Accessible

Guiding Principles

CUSTOMER SERVICE STANDARDS

In Person

FIRST PRIORITY

Customer Service counters will be staffed during posted business hours, depending on location, to ensure accessibility. If municipal staff are unavailable for any reason, signage will direct customers to an alternate location or method of assistance. Signage should include contact information and/or a QR code linking directly to the municipal website. In-person interactions will generally take priority over telephone and email communications.

Telephone

RESPOND WITHIN TWO BUSINESS DAYS

Employees will answer telephone calls in person whenever possible. If a call cannot be answered right away, callers may leave a voicemail, which will be returned within two business days.

Voicemail greetings will follow a standard municipal script and include an alternate contact person and phone number when the primary staff member is on vacation.

When time is of the essence, telephone will be the preferred method of communication, as determined by the CAO or appropriate Director.

Social Media

RESPOND WITHIN TWO BUSINESS DAYS

Please refer to the Municipal 'Communications Policy'

Service Priority

AND RESPONSE TIMES



Correspondence

RESPOND WITHIN FIVE BUSINESS DAYS

If a customer cannot be contacted by their preferred method of communication, then an email or voicemail will be utilized. A formal letter shall only be sent when all other methods of communication have failed or where a formal letter is required for record keeping purposes.

When letters, memorandums, or emails are received, a response will be provided within five business days. If a full response requires more time, staff will advise in writing when it can be expected.

Employees will use consistent signature blocks, including their name, title, and contact information, in line with the Municipal Communications Policy and Branding Guidelines.

Internal staff communications will be answered by the requested deadline, either with a full response or with an update on when a full response will be provided.

Feedback

ACKNOWLEDGE WITHIN FIVE BUSINESS DAYS

The Municipality values feedback and provides opportunities to share compliments, suggestions, complaints, and constructive criticism. Feedback should be directed to Senior Management and/or the Chief Administrative Officer and will be acknowledged within five business days.

Service Priority

AND RESPONSE TIMES



The **Connection Crew** is an internal committee of Municipal employees formed to help develop the Municipality's Customer Service Strategy.



Heather Lalonde

Director of Economic Development
and Community Engagement



Walter Easter

Manager of Public Works



Mark Campbell

Chief of Police



Michelle Wright

Museum Curator



Jennifer Pereira

Director of Legal &
Legislative Services



Bernice Ross

Customer Service Representative



Jake DeRidder

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Connection Crew



www.strathroy-caradoc.ca