

Appendix C

Service Collingwood

2025 Q1 Update

To: Committee of the Whole | Council

From: Ingrid Masiak, Manager, Customer Service

Reviewed by: Amanda Pegg, Executive Director, Customer & Corporate Services

2025 Q1 Statistics

Inquiries by Volume:

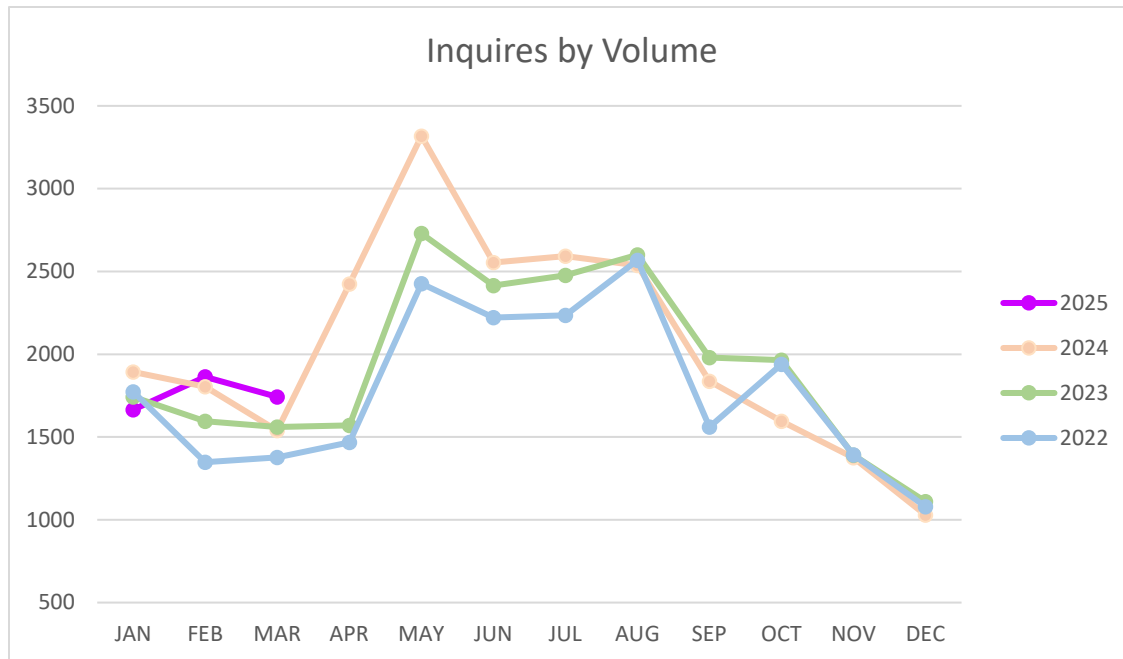
- The Service Collingwood team supported a total of 5265 inquiries overall in the first quarter.
- March 2025 was our busiest March to date as seen on the graph.
- The team had a full-time vacancy for approximately 8 weeks from late February to early April, as recruitment was on-going for a replacement. The Customer Service Manager supported front-line operations during this time.
- The Top 10 contact drivers are provided below. Note the naming convention has been updated to reflect the Programs & Services model. The Service or Sub-Service (where available) has been used below to provide a summary overview:

Top 10 of 2025 Q1

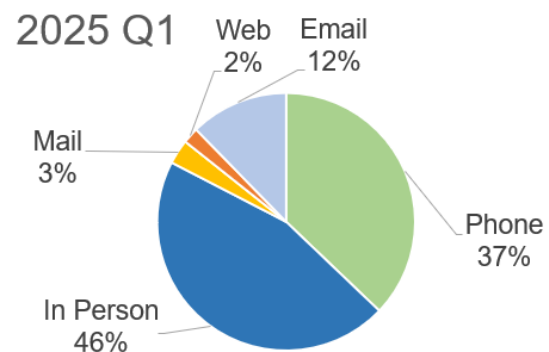
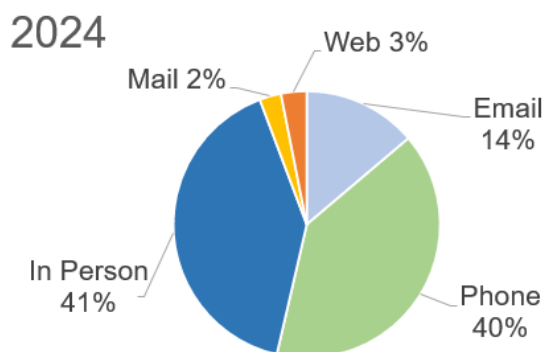
1. Taxation	1301
2. Parking Payment & Enforcement	1054
3. Customer Service*	612
4. Transit	369
5. Operations & Maintenance	363
6. Community Recreation Activities	181
7. Public Commissioner	162
8. Council Support**	125
Animal Control Compliance	119
Community Standards	112

*Customer service inquiries include general support for services provided by the Town, “switch board”/transfers to specific staff based on request, or information connecting customers to services from other orders of government or community organizations.

**Council Support inquiries include items supported by the Office of the Mayor.



Inquiries by Channel:



Customer Satisfaction Surveys:

Email Survey After Case Closed:

- 2024 Rating: 7.5 / 10 (213 surveys)

- 2025 Q1 Rating: 8.9 / 10 (48 surveys)

‘Happy or Not’ Kiosk at Town Hall:

- 2024: 91% Very Satisfied (427 surveys)
- 2025 Q1: 83% Very Satisfied (81 surveys)