

Update on Scoping Customer Service Training (Verbal), BAC2023-0348

2023 April 19



Recommendation

The Business Advisory Committee direct that the Business and Local Economy team continue the scoping of customer service training and report back to the Business Advisory Committee with an update by the end of Q3 2023.







Customer Service Training – Scoping Update

Customer Experience (CX)

Total journey of interactions and perceptions

Customer Service (CS)

Taking care of needs; Listen, Respect, Act

Customer Service
Approach
(Framework)

Service Design Journey Mapping Work areas



Culture

Promise, values, purpose, 4 Cs



Direction:

Mandatory customer service training

Requirements:

All-employee training (mandatory)

- ➤ Universal concepts
- ➤ Broad customer types
- ➤ Accessible learning delivery

Constraints:

Customer Service Approach

Now: Evaluating options and design

➤ Scale, Time, Cost, Quality, Resources, Risk





Calgary Customer Service Training – Scoping **Update**

Targeted Timeline

Q4 2022

BAC direction received

Situational analysis:

Customer service training landscape assessment; Survey of existing learning resources; Consultation with experts

Q1 2023

Review of preexisting corporate Customer Service Approach, benefits documented and reviewed within Administration

Updates for BAC and Leadership

Q2 2023

Defined resource requirements for options analysis

Analysis of options prepared for decision and resourcing

Q3-Q4 2023

Design of learning content and training delivery

Implementation



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