

Calgary



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

2023 April 19

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

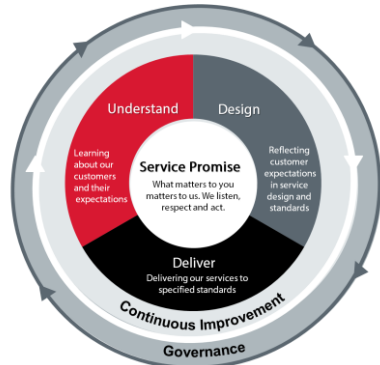
Customer Service Approach (Framework)

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



Targeted Timeline



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