


POLICY

	Policy:	Customer Service		
	Department:	Office of the CAO		
	Division:	Clerk's Division	By-Law No.:	
	Administered By:	Deputy Clerk	Approval Date:	July 14, 2025
	Replaces:	Complaint Protocol – June 24, 2013		
	Attachment(s):	Appendix A: Customer Service Standards		

1. POLICY STATEMENT

The Corporation of the Town of Amherstburg is dedicated to providing consistent, respectful, and responsive customer service across all municipal interactions. We commit to fostering a welcoming community through clear communication, timely service, and continuous improvement, ensuring all residents, businesses, and visitors feel valued and supported.

2. PURPOSE

- 2.1. This policy outlines clear expectations for delivering exceptional, transparent, and consistent service to all residents, businesses, and visitors.
- 2.2. This policy empowers staff to provide timely, accurate, and respectful service across various channels, including in-person, telephone, email, mail, the Town's website, and social media.
- 2.3. This policy ensures staff are equipped with the necessary training, skills, and resources to achieve high-quality service delivery.
- 2.4. This policy establishes the foundation for customer service standards, supporting safe, efficient and effective interactions with internal and external customers.

3. SCOPE

- 3.1. This policy applies to all Town Staff.
- 3.2. This policy shall be reviewed every five (5) years from the date it becomes effective, and/or sooner at the discretion of the CAO or designate.

4. DEFINITIONS

- 4.1. **Abusive Behaviour** is displayed when customers shout, display extreme bullying behaviour, use abusive or obscene language or make personal threats. This includes in person, over the phone or in written forms such as email or letters.
- 4.2. **Correspondence** refers to communication expressed by letters or email;
- 4.3. **Complaint** is defined as an expression of dissatisfaction related to a municipal program, service, facility, where an individual citizen believes that the Corporation has not provided a service experience to their satisfaction at the point of service delivery and a response or resolution is expected;

- 4.4. **Customer** means residents, citizens, property owners, visitors, community groups, or businesses that are contacting any Town department requesting information or a service from the Corporation
- 4.5. **Customer Service Standards** sets the expectations between the service provider and the customer on the level of service provided.
- 4.6. **Compliment** is an expression of appreciation for satisfactory or above-satisfactory service.
- 4.7. **Disrespectful Behaviour** is displayed when customers demonstrate actions, words, or attitudes that lack regard for another individual, lack of curtesy, and is disruptive to the conduct of Town business.
- 4.8. **Feedback** is input from a resident/customer that is neither positive, nor negative, but provides an opinion, comment, expression of interest, input or ideas.
- 4.9. **Safety Interventions** – an attempt to improve safety by means of targeted activities.
- 4.10. **Service Amherstburg** represents a customer-focused concept for the Town of Amherstburg, dedicated to excellence in municipal service delivery. It prioritizes streamlined communication, prompt issue resolution, and meaningful interactions with residents, businesses, and visitors while fostering respect, collaboration, and community engagement.
- 4.11. **Supportive Language** – Language that shows genuine care and desire to improve a situation, allows ease of expression, and positively influences the situation to help de-escalate the crisis.

Common definitions, acronyms, and terms are available in the Glossary located on the Town's Policies webpage.

5. **INTERPRETATIONS**

Any reference in this policy to any statute or any section of a statute shall, unless expressly stated, be deemed to be reference to the statute as amended, restated or re-enacted from time to time. Any references to a by-law or Town policy shall be deemed to be a reference to the most recent passed policy or by-law and any replacements thereto.

6. **GENERAL CONDITIONS**

6.1. **Service Amherstburg**

- 6.1.1. Service Amherstburg is the Town's main point of contact for the community to provide and respond to questions about the Town's programs and services.
- 6.1.2. The Service Amherstburg Team is dedicated to delivering exceptional customer service aligned with the standards outlined in Town procedures. Customer Service Representatives are available to assist residents, businesses, and visitors Monday to Friday, excluding holidays, from 8:30 a.m. to 4:30 p.m.
- 6.1.3. Community members can conveniently connect with Service Amherstburg through multiple channels:
 - 6.1.3.1. Phone: Speak directly with a Customer Service Representative.

- 6.1.3.2. Email: Submit inquiries via the Town's designated email address.
- 6.1.3.3. Online Service Requests: Use the Town's online portal to report a By-Law Infraction or submit a complaint at any time.
- 6.1.3.4. Mail and Fax: Send correspondence or documents via traditional mail or fax.
- 6.1.3.5. Visit service counters at Town Hall or the Libro Centre for assistance.

6.2. Corporate Customer Service Standards

- 6.2.1. The Town is committed to delivering exceptional customer service to all residents, businesses, and visitors.
- 6.2.2. The Corporate Customer Service Standards establish the minimum expectations for providing consistent, professional, and courteous service to both internal and external customers. These standards are detailed in the Customer Service Standards Procedure, which guides staff in ensuring a high-quality customer experience.

6.3. Channels of Communication

- 6.3.1. The Customer Service Standards Policy provides a standard for quality delivery of services through the following customer communication channels:
 - 6.3.1.1. In person
 - 6.3.1.2. Telephone / Voicemail
 - 6.3.1.3. Email
 - 6.3.1.4. Written Correspondence
 - 6.3.1.5. Web based / Social Media

6.4. Complaints and Compliments

- 6.4.1. The Town's Customer Service Satisfaction Survey is available annually online and in person at Town Hall and the Libro Centre. The public is encouraged to provide feedback on their customer service experience over the past year. Public notification will be provided regarding the survey timelines and the survey will remain open for a number of weeks at the beginning of every year.
- 6.4.2. To document a compliment or complaint about a recent service experience, the public can use the 'Compliment or Complaints' form on the Town Website.

6.5. Customer Service Training

- 6.5.1. Customer Service training is provided to all current employees and during employee onboarding sessions.
- 6.5.2. Additional Customer service training will be offered both departmentally and corporately with an emphasis on the Service Amherstburg Team.

6.6. Reporting

- 6.6.1. An Annual Customer Service report will be provided to Council following the collection of data from various Town departments and the Town's Customer Service Satisfaction Survey results.

7. RESPONSIBILITIES

7.1. **Council** has the authority and responsibility to:

7.1.1. Adopt the Customer Service Policy.

7.2. The **CAO** and **Directors** has the authority and responsibility to:

7.2.1. Ensure compliance with the Customer Service Policy.

7.3. **Managers** and **Supervisors** have the authority and responsibility to:

7.3.1. Ensure that staff understand the Customer Service Policy and are training on the Town's Customer Service Standards;

7.3.2. Facilitate a prompt response to all complaints received by their staff to ensure that service standards are achieved.

7.4. The **Deputy Clerk** has the authority and responsibility to:

7.4.1. Provide suggestions and recommendations in regards to and amendments for the Customer Service Standards in alignment with review of best practices.

7.4.1. Undertake the development of the Annual Customer Service Report

7.5. **Staff** have the authority and responsibility to:

7.5.1. Comply with the Customer Service Policy and Customer Service Standards.

8. LEGISLATIVE REFERENCES