
DATE: July 20, 2011

REPORT TITLE: **CUSTOMER SERVICE WEEK - OCTOBER 3 TO 7, 2011**

FROM: David Szwarc, Chief Administrative Officer

RECOMMENDATION

That the week of October 3 to 7, 2011 be proclaimed "Customer Service Week" in the Regional Municipality of Peel.

REPORT HIGHLIGHTS

- Excellence in customer service is an important goal of staff in all Regional programs and services and is supported by the Region's Strategic Plan.
- The first week of October every year is recognized as Customer Service Week by the International Customer Service Association.
- Staff will participate in activities that recognize achievements in customer service excellence and encourage continued commitment to customer service.
- Customer Service Week continues to be educational while recognizing service excellence.

DISCUSSION

1. Background

Customer Service Week is devoted to recognizing the importance of customer service and honouring the people on the front lines of service delivery. Many companies and organizations around the world celebrate Customer Service Week, including organizations representing leading financial, healthcare, insurance, manufacturing, retailing, hospitality, communications, not-for-profit and educational organizations as well as government agencies. What unites these organizations is their profound commitment to quality customer service.

In 1988, the International Customer Service Association proclaimed the first customer service week, recognized as an annual event during the first week of October. The 2011 Customer Service Week marks the sixth anniversary of Customer Service Week in Peel. The proposed proclamation is attached as Appendix I.

Celebrating Customer Service Week allows us to celebrate the accomplishments of our customer service staff. It is the perfect opportunity to focus on motivating, recognizing, thanking and rewarding staff for their valuable service and to revitalize training programs. This is also an opportunity to reconfirm our dedication to customers and show appreciation,

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taking extra care to thank customers for calling and for accessing services and programs or completing business transactions.

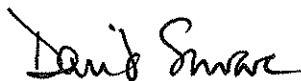
Customer Service Week aligns with the seventh goal of the Region's Strategic Plan: 2011 to 2014, which recognizes the important role customer service plays in the delivery of Regional programs and services; commitment to deliver citizen-focused services; improve access to Regional services; and strive for excellence as a municipal government. The Region has further committed to customer service excellence through the Service Commitment, which, through six simple statements, lays the foundation for providing a positive service experience, every time.

2. Proposed Direction

- a) Education will continue to be the focus of this year's Customer Service Week, in addition to activities that will recognize customer service excellence. These activities are covered as part of the regular operating budget.
- b) On October 3 from 9am-11am, an exhibition will be hosted at Regional Administrative Headquarters, 10 Peel Centre Drive, in the Peel Conference Center and Mississauga Room for staff to share information on service delivery.
- c) On October 4 from 9am-11am, an exhibition will be hosted at 7120 Hurontario Street in the second floor training room for staff to share information on service delivery.
- d) A Pathways story will be shared with staff to encourage participation and promote awareness of Customer Service Week.

CONCLUSION

Excellence in customer service is an important goal for all staff who deliver Regional programs and services. International Customer Service Week provides an opportunity to recognize achievements in customer service and to encourage a continued commitment to excellence in service delivery. This event supports the Region's Strategic Plan: 2011 to 2014, to strive for excellence as a municipal government.

Approved for Submission:


D. Szwarc, Chief Administrative Officer

For further information regarding this report, please contact Funke Iluyomade at extension 4750 or via email at funke.iluyomade@peelregion.ca.

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Proclamation

CUSTOMER SERVICE WEEK

October 3 to 7, 2011

WHEREAS each year thousands of Citizens, Clients and Customers access the services and programs of the Region of Peel;

AND WHEREAS, the Region of Peel provides services and programs that are essential for health, safety and quality of life;

AND WHEREAS, under Region of Peel Strategic Plan: 2011 to 2014, the Region has committed to deliver citizen-focused services; improve access to Regional services; and strive for excellence as a municipal government;

AND WHEREAS, excellence in service delivery is an important goal for all employees who deliver Regional programs and services;

AND WHEREAS, it is important to recognize the achievements of Regional staff in the field of customer service and to encourage continued commitment to customer service excellence;

AND WHEREAS, the week of October 3 to 7, 2011 has been recognized internationally by the International Customer Service Association as Customer Service Week;

THEREFORE BE IT RESOLVED, THAT the week of October 3 to 7, 2011, be proclaimed **CUSTOMER SERVICE WEEK** in the Regional Municipality of Peel.