



## CORPORATE POLICY

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**Section:** Administration  
**Policy Title:** Customer Service Policy  
**Policy No.:** A09-CORP-002  
**Approved By:** Council  
**Effective Date:** 2024-09-05  
**Revised Date:**

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### CUSTOMER SERVICE POLICY

#### 1. POLICY STATEMENT

- 1.1 The Township of Malahide (“Township”) is committed to delivering exceptional, equitable, and accessible customer service.
- 1.2 Staff will provide the best customer service possible and are empowered to make decisions to ensure each customer’s experience is meaningful, fair, and respectful.
- 1.3 It is equally important for all our customers to behave respectfully, fostering an environment that welcomes everyone. The prosperity of our Township relies on our ability to work together in the most efficient and effective ways, striking a balance between the needs of individuals and the overall responsibilities of the Township.

#### 2. PURPOSE AND SCOPE

##### 2.1 Purpose

- To identify the Township’s customer service standards to ensure a consistent, standard practice that reflects the Township’s commitment to customer service excellence.
- To establish uniform standards and procedures for all employees, in all departments responding to customers’ requests for service, questions, and feedback.

##### 2.2 Scope

- This policy applies to all forms of customer service by Township employees to the community, and appropriate conduct by customers requesting information, a service, filing a complaint or compliment, or providing feedback, and includes, but is not limited to online, electronic, print, and verbal communications.

2.3 This policy covers service standards in general for all stakeholders. The Township has additional policies which outline specific accessibility standards for persons with disabilities.

**3. CUSTOMER SERVICE STANDARDS**

3.1 Prompt Response

The Township strives to respond to customer inquiries, concerns and requests promptly. The Township aims to respond to customer inquiries efficiently and effectively. See response timeframes in section 4 below.

3.2 Empathy and Respect

The Township is committed to treating all customers with empathy, respect, and professionalism. We understand that each customer is unique and may have diverse needs and expectations. We listen attentively, show understanding, and provide appropriate solutions.

3.3 Clear Communications

The Township will communicate clearly and effectively with our customers using simple, jargon-free language (for example, Abbreviations may not be understood by customers). We ensure that all information provided is accurate, relevant, and comprehensive, enabling customers to make informed decisions.

3.4 Problem Resolution

The Township is committed to resolving customer issues promptly and efficiently. Our customer service representatives are trained to manage complaints, troubleshoot problems, and find effective solutions. We escalate complex issues to appropriate departments or managers for further assistance, ensuring a satisfactory resolution.

3.5 Continuous Improvement

The Township will consider complaints and requests for service as opportunities to evaluate programs and services for possible improvement.

**4. CUSTOMER SERVICE CHANNELS**

4.1 The Township of Malahide provides various channels for customers to reach us, ensuring convenience and accessibility. Customers can contact us through:

<b>Channel</b>	<b>Contact Information</b>
Phone	519-773-5344
In Person	87 John Street South, Aylmer
By Appointment	519-773-5344
Email: General Inquiries	<a href="mailto:info@malahide.ca">info@malahide.ca</a>

Email: Finance/Property Tax-related (Pre-Authorized Payment or Electronic Funds Transfer Forms), Accounts Payable Invoices/Statements	<a href="mailto:finance@malahide.ca">finance@malahide.ca</a>
Email: Fire & Emergency – General Inquiries	<a href="mailto:fireadmin@malahide.ca">fireadmin@malahide.ca</a>
Phone: Roads Emergencies – After Hours	519-435-6498
Phone: Water/Wastewater – After Hours	519-435-6528
Staff emails & contacts are listed on our website	<a href="http://Malahide.ca">Malahide.ca</a>
Website: Service Requests & Formal Complaints	<a href="http://Malahide.ca">Malahide.ca</a>

4.2 The Township is open from **Monday to Friday, 8:30 am to 4:30 pm**. These hours are dedicated to serving our customers efficiently and effectively.

#### 4.3 Walk-ins

Staff strives to promptly answer all phone calls during business hours and to accommodate walk-in requests. However, due to the potential pre-scheduled meetings and ongoing staff commitments, the immediate availability of walk-in services cannot always be guaranteed.

#### 4.4 Scheduling Appointments

To ensure that our customers receive the best possible service and undivided attention, we strongly recommend scheduling an appointment. Appointments help us prepare for your visit and allocate appropriate resources and personnel to meet your needs.

#### 4.5 Priority of Service

The Township recognizes that many departments have competing priorities, scheduled appointments, inspections, etc., and therefore, we appreciate our customers' understanding and cooperation in helping to manage our schedules to serve you better.

### 5. RESPONSE TIMEFRAMES

5.1 To support the Township's customer standard of prompt response, employees are expected to respond to inquiries as follows:

<b>Inquiry Type</b>	<b>Contact Information</b>
General Inquiries	Acknowledged – Within three (3) business days
More Detailed Inquiries	See 5.2 below
After Hours Emergency Response	Immediate
Request for Service	Acknowledged within three (3) business days and processed based on priority at the discretion of the Township.
Formal Complaints	Acknowledged within three (3) business days. Full resolutions within thirty (30) days.

5.2 Staff shall acknowledge inquiries within three (3) business days. However, please note that if a department has established its customer service response standards to comply

with legislative requirements, those specific standards will take precedence. Should staff require additional time to resolve a customer's inquiry, considering staff availability or the complexity of the inquiry, a response time estimate shall be provided to the customer.

## **6. ESCALATION PROCESS**

6.1 If a customer's concern is not resolved to their satisfaction, an escalation process can be triggered, to ensure their issue receives appropriate attention. The escalation process is as follows:

1. **Level 1:** Customer Service Representative/Employee:
  - Manages initial customer inquiries and attempts to resolve the issue.
  - If unable to resolve, escalates to Level 2.
2. **Level 2:** Supervisor
  - Reviews the customer's concern and investigates further.
  - Works towards a resolution and communicates with the customer.
  - If unable to resolve, escalates to Level 3.
3. **Level 3:** Department Head
  - Assesses the escalated issue and explores all practical solutions.
  - Communicates with the customer, providing updates and alternative resolutions, striving to achieve a satisfactory outcome.
  - If unable to resolve, escalates to CAO and the formal complaint process protocol, if deemed necessary (see Policy A09-CORP-003 Service Requests and Complaint Handling Policy).

## **7. COMPLIMENTS AND COMPLAINTS**

7.1 A compliment is an expression of approval made by a customer about a Township employee's behaviour or conduct.

7.1.1 Process for compliment handling:

A compliment may be made in several ways:

- Verbal compliments can be made in person, or by telephone, while written compliments may be made by email.
- The compliment will be shared with the employee and will be acknowledged as part of the Township's employee recognition program and performance review process. It is important to celebrate and recognize staff for their dedication and contributions to the success of the Township's overall vision, mission, and values.

7.2 A complaint is an expression of dissatisfaction made by a customer about services, processes, actions, or behaviour of Township employees.

7.2.1 Process for complaint handling:

Refer to A09-CORP-003 Service Requests and Complaint Handling Policy for details.

## **8. RESPONSIBILITIES**

8.1 Employees are responsible for complying with this policy.

8.2 Customers are responsible for:

- Ensuring that their behaviour and actions respect the rights of others to create an enjoyable environment for all and a respectful workplace for Township employees.
- Ensuring that complaints (informal or formal) filed are neither frivolous nor vexatious in nature (refer to A09-CORP-004 Frivolous, Vexatious, or Unreasonable Complaints/Requests Policy).

8.3 Management is responsible for following up on compliments and complaints in accordance with the Township policy.

8.4 Human Resources is responsible for working with management in determining the appropriate level of progressive discipline and/or remedial action for the circumstances, as required.

8.5 The Chief Administrative Officer is responsible for implementing this policy and liaising with Council on Customer concerns and complaints.

## **9. REFERENCES**

A09-CORP-003 Service Requests and Complaint Handling Policy

A09-CORP-004 Frivolous, Vexatious, or Unreasonable Complaints/Requests Policy

HRM-B-4.2 Respect in the Workplace

HRM-C-3.1 Employee Code of Conduct

[Municipal Freedom of Information and Protection of Privacy Act](#)

[Accessibility for Ontarians with Disabilities Act, 2005](#)

[Ontario Human Rights Code](#)