

Improving customer and digital services

November 1, 2021

City of Guelph Committee of the Whole

Recommendation

That the report titled “Improving Guelph’s Customer and Digital Services”, dated November 1, 2021, be received.

Purpose of report – receipt only

Share recent customer and digital service improvements

Explore what's possible: how governments are transforming services

Share research showing how better customer experiences increase people's trust in government

Share options we're researching to become a more customer focused, performance driven and digitally enabled organization

Internal research and resources

Service Simplified Customer Service Strategy (2018)

Guelph Digital and Technology Master Plan (2019)

Service Rationalization (July 2021)

Service Digitization (September 2021)



Improving customer and digital service

Some before COVID-19

How can we help you
Report an issue map
Guelph waste app
Online building permits
Reloadable bus pass
eScribe
Recenroll
Trapeze

More during COVID-19

Virtual Committee and Council meetings, court proceedings
300+ online forms
Online tax certificates
On-demand transit
Online appointment booking
Online business licensing

Moving Guelph beyond the basics

Accessing public services could be as easy as online shopping.

Access to all public services in one place



Navigation based on life or business situations



Coherent look and feel across all digital services



Single solution for recurring steps such as identification or payment

Moving Guelph beyond the basics

Digital public services have enormous potential.

**24/7
accessibility**

even during a
pandemic



**~50% less
time spent**

interacting with public
administration



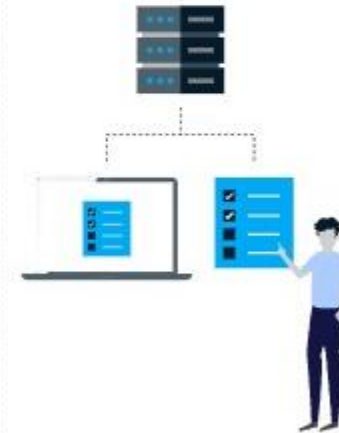
**>50%
lower costs**

for companies when
interacting with the
public administration



**~60% less
case-handling
effort**

through automated
processing

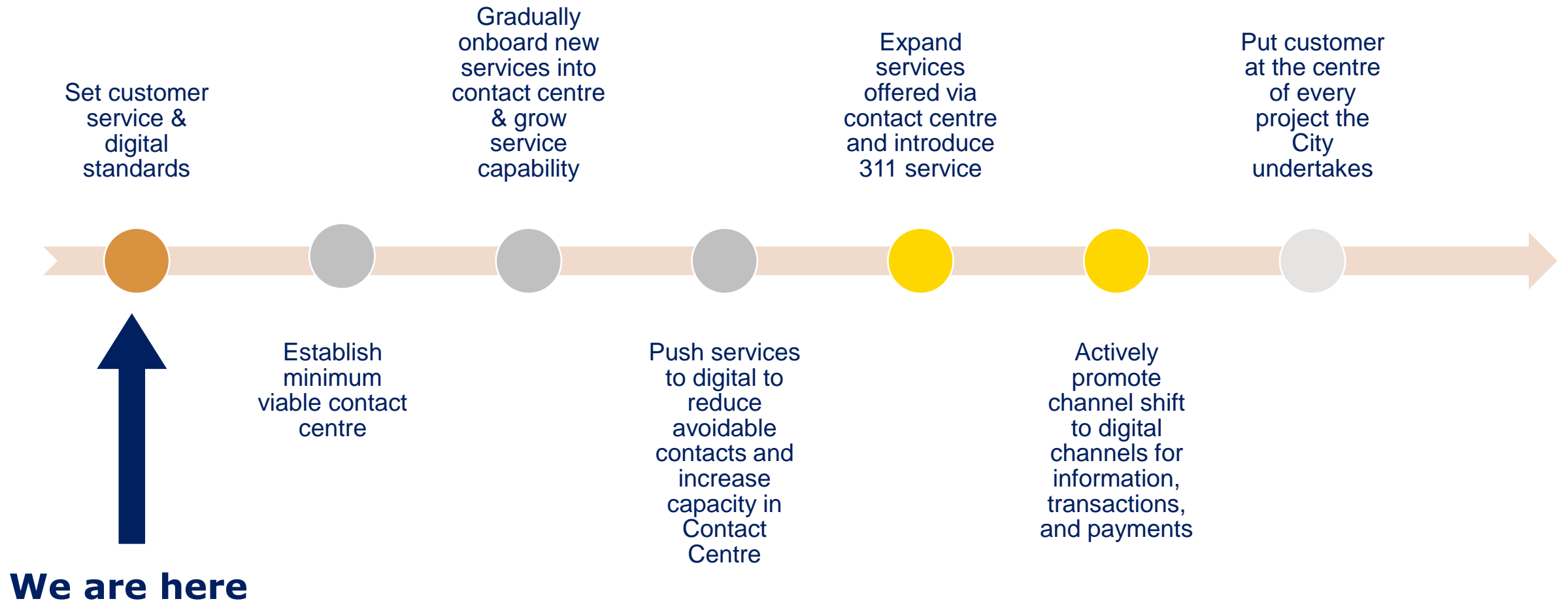


Estimated cost per interaction

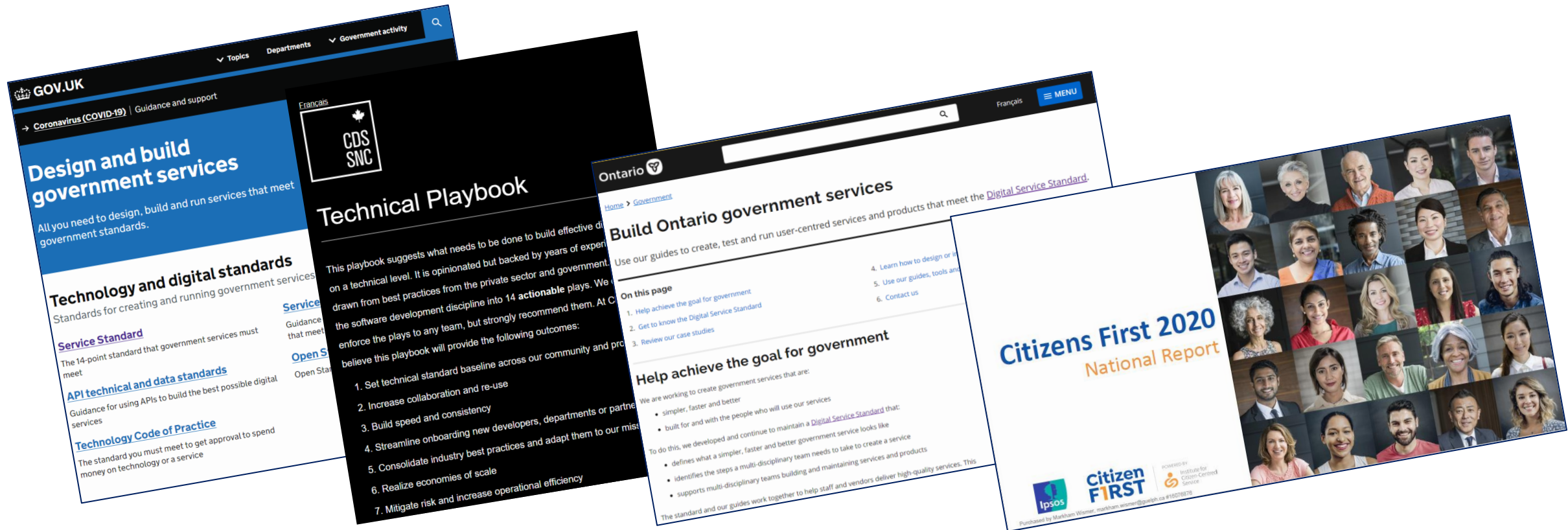
Channel	UK	Norway	Canada
Web	\$0.14 - \$0.27	\$0.46	\$0.91
Phone	\$5.02 - \$6.01	\$6.23	\$5.50
In person	\$15.28 - \$18.66	\$12.46	\$12.00 - \$30.32

Source: Gov.uk (2018)

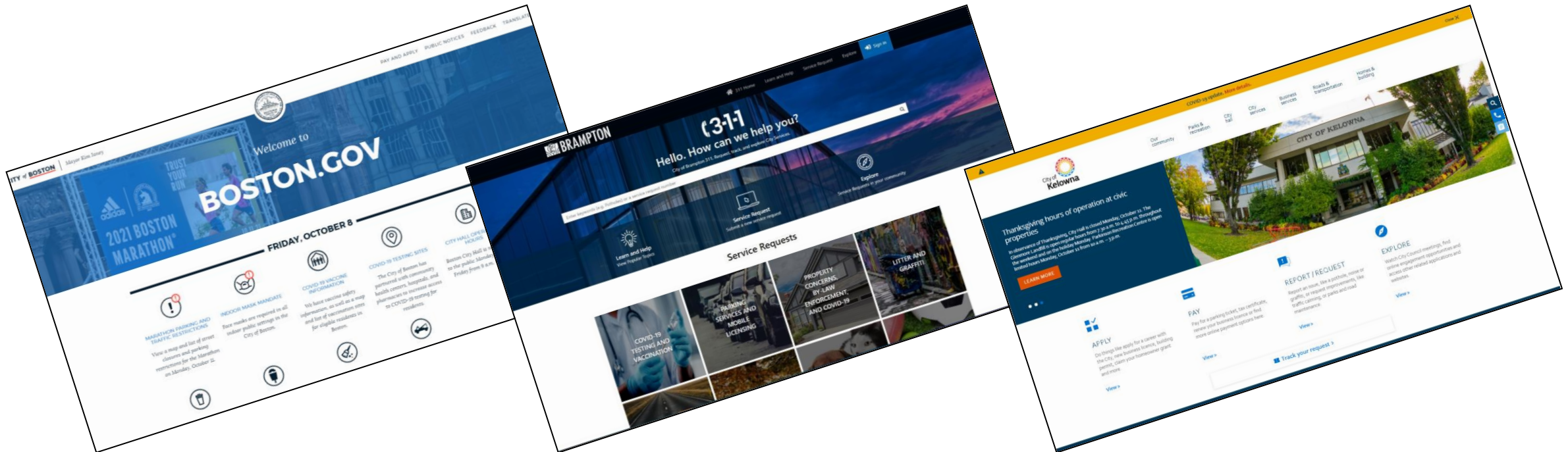
Path to citizen-centred service



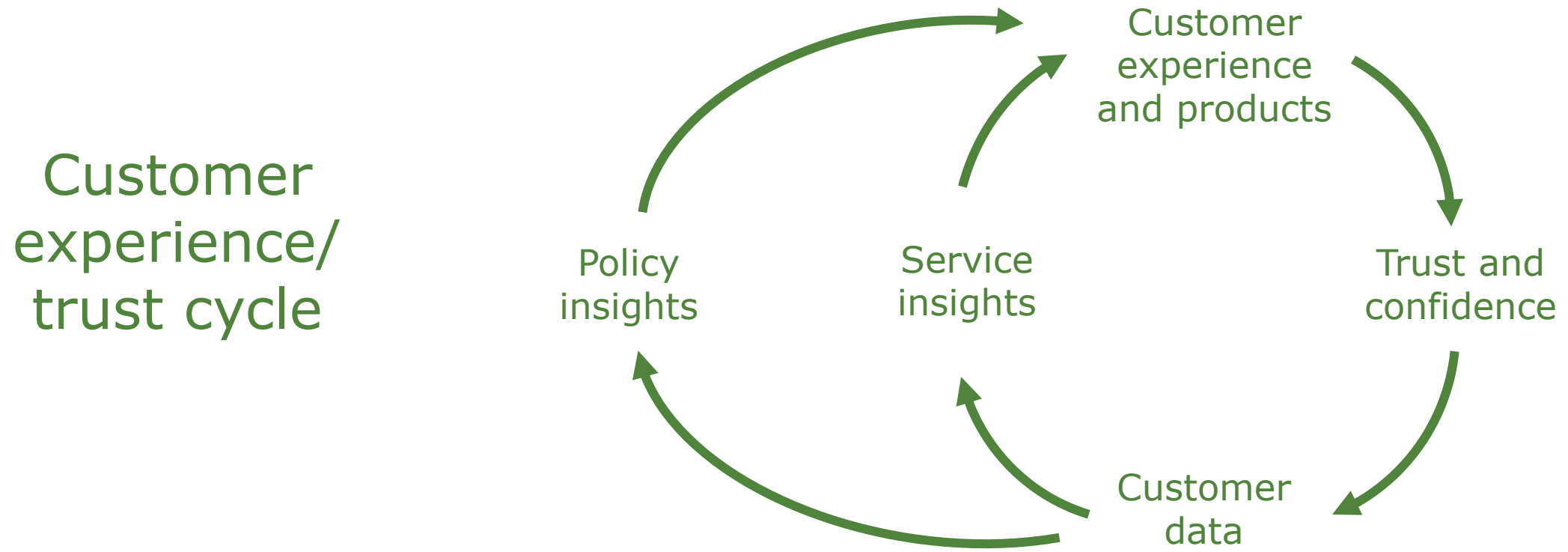
Provincial, National and International research and standards



Other cities leading the way



Better service increases trust in government



Source: [The Trust Imperative \(bcg.com\)](https://www.bcg.com)

Working together for our future

