

Attachment 1: Proposed implementation schedule 2023-2025

Activity	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Environmental scan (readiness assessment for all departments)	█											
Wave 1 services into contact centre (reduce phone lines, update web content)	█	█	█	█								
Update employee roles, training		█	█	█								
Guelph Good Service Standards and employee training (ongoing)				█				█			█	
Include customer satisfaction in performance reports (ongoing)	█	█	█	█	█	█						
Customer data management planning (customer identity, use cases, interactions)	█	█	█	█	█							
Integration and strategy platform implementation	█	█	█	█	█							
Data warehousing need assessment and implementation	█	█	█	█	█	█						
Document technology requirements for procurement (consult legal, finance)						█	█	█				
Wave 2 services into contact centre (reduce phone lines, update web content)						█	█	█	█			
Update employee roles, training							█	█	█			
Document technology requirements for procurement (consult legal, finance)								█	█	█		
purchase and deploy (CRM) in customer contact centre, begin integration with back-office systems and website									█	█	█	█
Wave 3 services into contact centre (reduce phone lines, update web content and CRM)									█	█	█	
Update employee roles, training										█	█	
Wave 4 services into contact centre (reduce phone lines, update web content and CRM)											█	█
Update employee roles, structure training												█

Legend

ServiceGuelph, Customer Service and Experience and Service owner lead team	Human Resources lead team	Information Technology lead team

