

For immediate release

"TAKING CARE OF YOU!" IN PIERREFONDS-ROXBORO

Pierrefonds-Roxboro, October 2, 2018 – On this International Customer Experience (CX) Day, Mayor Dimitrios (Jim) Beis is very proud to unveil the Borough's brand new Customer Experience Program, which aims to increase residents' satisfaction with the services it offers. At a media event held today at the Pierrefonds Cultural Centre, the Mayor, the Council members and the employees made a public commitment to provide quality, personalized service to the Borough's residents, with "Taking care of you!" as the program slogan.

"Residents' needs and expectations are changing and it is Pierrefonds-Roxboro's responsibility to adapt and respond efficiently to all requests. Our focus is on providing residents with a better experience and high-quality services to our clientele," stated Borough Mayor Dimitrios (Jim) Beis. "Above all, we want to do this in a proactive, participatory, creative and different way," he added. The commitment made by the Borough is the culmination of a year's work by the various teams in our departments to improve the handling of residents' files."

To ensure the success of our commitment

The Borough has developed an employee training program based on courtesy, empathy, respect and care for residents. In addition, to measure residents' satisfaction, each resident is invited to rate services received and make comments by filling out an online survey available on the Borough's website.

The Borough has also taken part in Ville de Montréal's pilot project, which gives residents a chance to submit a service request online, in real time. Within this project, six activities were targeted to ensure follow-up of residents' requests within the set deadlines: (1) reporting a pothole; (2) reporting graffiti on public property; (3) reporting defective lighting; (4) reporting damaged street furniture; (5) reporting a lack of cleanliness; and (6) reporting a need to clean up of public property. To do this, the Borough has acquired digital tools to make sure these requests are handled on time.

The strategies implemented have made it possible to standardize practices and develop performance criteria to ensure success and convincing results.

People skills: at the heart of relations with residents

The Borough of Pierrefonds-Roxboro is breaking new ground in the municipal sector in Québec with this public commitment to improve the quality of services and relations with its residents. Moreover, this commitment comes in addition to the strategies already implemented to better inform and listen to the population. Motivated by the desire to innovate and be proactive in providing services to residents, the Borough is therefore making a public commitment to consolidate its customer experience following this announcement.

A signature, a commitment

"Taking care of you!" is becoming the new signature—the new slogan—of the Borough's customer experience. It represents the commitment of employees and elected officials to provide the best service to residents.

The circular shape of the logo brings to mind a seal of quality and the sticker that is placed on a product as a guarantee of quality. The handwritten style of writing gives the impression that the words "Taking care of you" have been written by hand, to reflect personalized service. This signature was inspired by an experience chart summarizing the four main steps in relations with residents in order to meet their satisfaction: welcoming, listening, resolving and confirming. And lastly, it encourages closer relations between residents and employees.

Each little action—and consequently all municipal activities as a whole—will be inspired by this new approach in the Borough and its new signature, "We take care of you!".

- 30 -

Source: Communications Division