



## **The Corporation of the Town of LaSalle**

**To:** Mayor and Members of Council

**Prepared by:** Linda Jean, Deputy Clerk  
Dawn Hadre, Corporate Communication & Promotions Officer

**Department:** Council Services

**Date of Report:** October 1, 2020

**Report Number:** CL-17-20

**Subject:** Municipal Customer Compliments and Complaints Portal

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### **Recommendation**

That the report of the Deputy Clerk and Corporate Communication & Promotions Officer dated October 1, 2020 (CL-17-20) providing an update on the Municipal Customer Compliments and Complaints System BE RECEIVED for information.

### **Report**

#### **Administering the Customer Service Portal**

Public input is an important method of collecting feedback relating to Municipal services, operations and facilities.

Because of this, a process for receiving and responding to public input was established in 2017 and subsequently updated in January 2020 with the addition of an electronic customer service portal on the Town of LaSalle website.

The electronic customer service portal is a mechanism in which a non-emergency request, comment, compliment or complaint is submitted and directed to the appropriate department for response. Using the customer service portal ensures a consistent uniformed process to address and respond to members of the public while maintaining a historical and chronological record of the matter.

The compliments/complaints form is located on our website and is completed electronically using a drop down menu. Once a submission is processed, a tracking number is provided to the applicant, which can then be referenced in follow up correspondence.

Provided in this report are 2020 quarterly statistics breaking down submissions by department and type. The attached statistics include inquiries, service requests, compliments and complaints.

### Promotion of the Customer Service Portal

At the time that the customer service portal was introduced, it was promoted on the Town's website, in a media release and on social media. Information was also distributed on business cards to Council Members to hand out to community members as needed.

Through various platforms, we continue to encourage members of the public to use the customer service portal to ask a question or make a comment about a municipal program, service or facility:

- Insert in the water bill in January 2020 (the intention is to include this information in a tax and/or water bill annually)
- Information shared on social media, including the link to the portal
  - o Town of LaSalle Facebook – once per week
  - o Town of LaSalle Twitter – two to three times per week
  - o Town of LaSalle Instagram – once per week
- The link is also periodically shared on the culture and recreation social media pages.
- Contact us information included in the monthly email blasts
- Contact us information included in the Message from the Mayor
- On the Town's website: [www.lasalle.ca/customerservice](http://www.lasalle.ca/customerservice)

### Examples of Communication Pieces

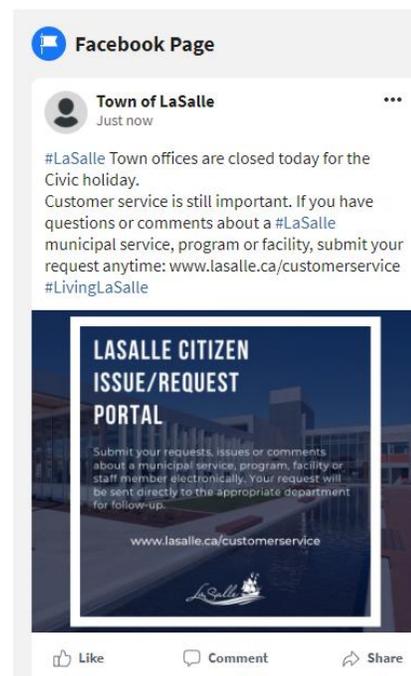


**Stay Connected**

The Town of LaSalle shares information in many ways.  
Find us on Facebook, Twitter and Instagram.

	Town of LaSalle LaSalle Culture and Recreation LaSalle Fire Service LaSalle Police Service		@TownofLaSalle @reclasalle @lasallefireON @LaSallePoliceON		town_of_lasalle
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Subscribe to our website news feed or sign up for our monthly email blasts at [www.lasalle.ca/news](http://www.lasalle.ca/news)



Facebook Page

**Town of LaSalle**  
Just now

#LaSalle Town offices are closed today for the Civic holiday. Customer service is still important. If you have questions or comments about a #LaSalle municipal service, program or facility, submit your request anytime: [www.lasalle.ca/customerservice](http://www.lasalle.ca/customerservice) #LivingLaSalle

**LASALLE CITIZEN ISSUE/REQUEST PORTAL**

Submit your requests, issues or comments about a municipal service, program, facility or staff member electronically. Your request will be sent directly to the appropriate department for follow-up.

[www.lasalle.ca/customerservice](http://www.lasalle.ca/customerservice)

Like Comment Share

In addition, when comments are made on social media or private messages are received, most often, we direct the user to the customer service portal.

**Consultations**

Not applicable.

**Financial Implications**

Not applicable.

**Prepared By:**



Deputy Clerk

Linda Jean



Corporate Communication and  
Promotions Officer

Dawn Hadre

**Link to Strategic Goals**

Yes	Enhancing organizational excellence
	Sustain strong public services and infrastructure
Yes	Strengthen the community's engagement with the Town
	Grow and diversify the local economy
	Build on our high-quality of life

**Communications**

	Not applicable
Yes	Website
Yes	Social Media
	News Release
	Local Newspaper
	Bids & Tenders
	Notification pursuant to the Planning Act

**Notifications**

<b>Name</b>	<b>Address</b>	<b>Email</b>

**Report Approval Details**

Document Title:	Municipal Compliments and Complaints Portal.docx
Attachments:	<ul style="list-style-type: none"><li>- Municipal-Complaints-Policy.pdf</li><li>- Service Request Data - Q1 2020.pdf</li><li>- Service Request Data - Q2 2020.pdf</li><li>- Service Request Data - Q3 2020.pdf</li></ul>
Final Approval Date:	Oct 19, 2020

This report and all of its attachments were approved and signed as outlined below:



Human Resources Manager

Rick Hyra



Chief Administrative Officer

Joe Milicia