

Report to Council

Report Title:	Customer Service Standards		
Prepared By:	Sonya Watson, Chief Administrative Officer		
Department:	Administration		
Date:	March 10, 2026		
Report Number:	CAO2026-05	File Number:	C11AD, A09
Attachments:	Customer Service Policy Customer Service Standards Customer Service Charter		

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CAO2026-05 – Customer Service Standards, prepared by Sonya Watson, Chief Administrative Officer and in doing so approves the Customer Service Policy and Standards and further approves the appropriate by-law coming forward.

Report:

Background:

Council approved the actions in the 2021-2025 Strategic Action Plan in December of 2021. The process including obtaining input from Council, staff at all levels, residents, businesses, industry and the agriculture sector. After gathering this input, the Action Plan was created to see results that aligned with the communities' priorities.

As part of the 2021-2025 Strategic Action Plan, a couple actions were related to the development of Customer Service Standards, specifically actions:

74. Develop and publicize a system and a policy on Customer Service Standards.
75. Institute telephone response protocols so customers are greeted by a live voice where possible and can easily reach the staff member most able to deal with their inquiry or request.

Analysis:

Staff have worked on the attached Customer Service Policy and Standards and from there created a public facing Customer Service Charter which provides an overview of the policy and standards. Implementing a customer service policy provides a structured approach for how an organization interacts with and supports its customers. This policy is intended to ensure that there is a consistent approach in service delivery, ensures

accountability and performance management and reduces complaints and conflict, while strengthening the organizational commitment to excellent customer service.

Strategic Action Plan Checklist:

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?

- Recommendations help move the Municipality closer to its Vision Yes
- Recommendations contribute to achieving Heritage, Culture, and Community Yes
- Recommendations contribute to achieving Quality of Life Yes
- Recommendations contribute to achieving Land Use Planning and the Natural Environment Yes
- Recommendations contribute to achieving Economic Development Yes
- Recommendations contribute to achieving Municipal Governance Yes

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

There are no funding implications associated with this report.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Sonya Watson, Chief Administrative Officer