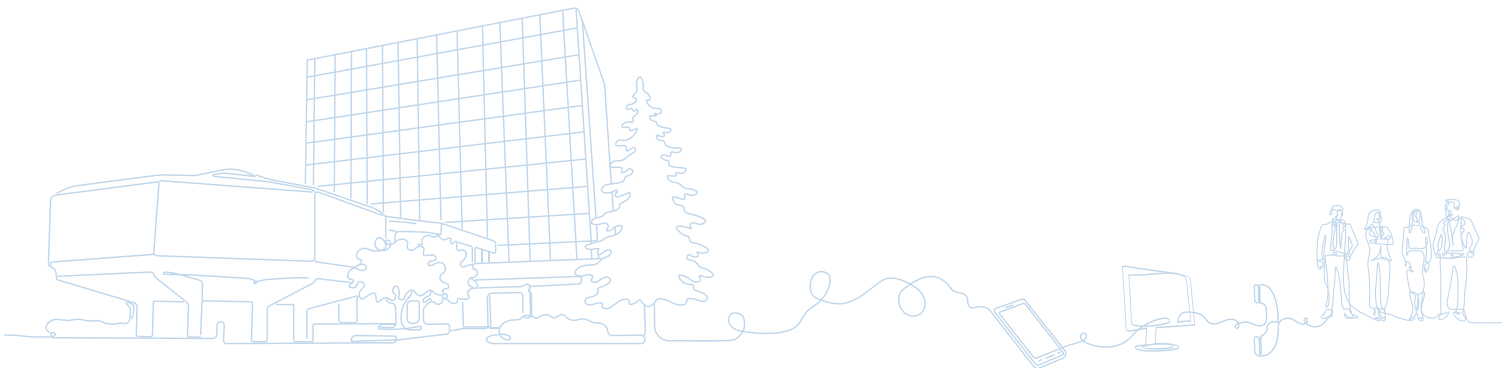


NORTH BAY
ONTARIO • CANADA

CUSTOMER SERVICE & DIGITAL MODERNIZATION STRATEGY

Making it easier to access City services while giving staff the tools they need to deliver consistent, high-quality service



The Customer Service & Digital Modernization Strategy began with the City's 2023 Organizational Review. Among the recommendations of the review was the development of both a Customer Service Strategy and a Digital Modernization Strategy to help improve how services are delivered.

As planning progressed, it became clear that exceptional customer service and modern technology go hand in hand. Bringing the two together into a single coordinated strategy creates a comprehensive roadmap that will guide improvements over the next several years.

A MORE CONNECTED EXPERIENCE

HOW SERVICES ARE ACCESSED NOW

Different places, different systems, and different experiences.

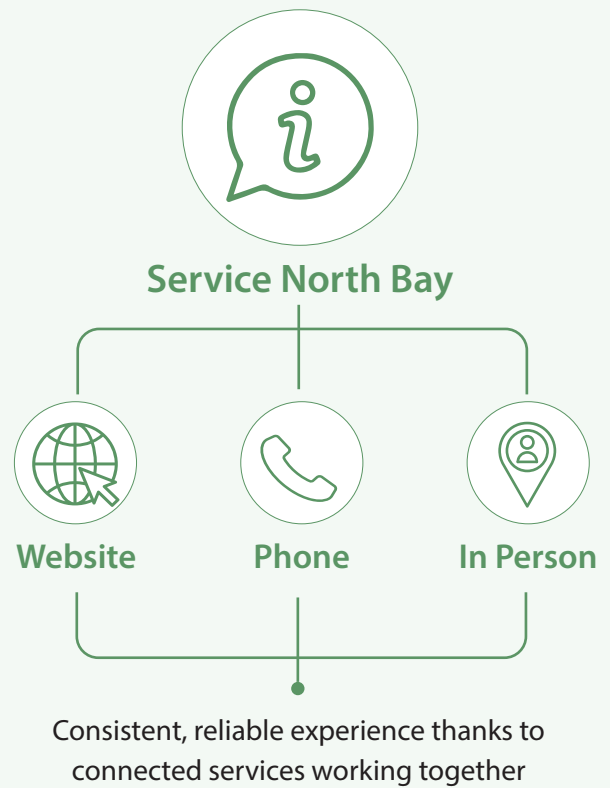


This strategy builds on today's services by creating more consistent, connected ways to access City services over time.

Whether you're paying a bill, applying for a permit, or simply looking for information, every interaction matters.

WHERE WE'RE HEADING

One connected experience that puts people first.



SERVICE NORTH BAY

One City. One experience.

Service North Bay is how we will bring our customer service, online services, and technology together into one connected experience.

MEETING YOU WHERE YOU ARE

The goal is to bring Service North Bay to the places people already connect with the City. We'll build on our existing customer service locations and channels, including online, by phone, and in person.

Over time, residents may be able to access Service North Bay through locations like arenas and transit facilities, where our staff are already there to help.



WHAT THIS MEANS FOR YOU

This strategy is about improving your experience when you interact with the City, no matter how you interact with the City.

While technology is an important part of this work, it is a tool, not the end goal.



EASIER ACCESS

Find information, request services, and get help more easily.



CONSISTENT SERVICE

Get the same high level of service regardless of where you connect with us.



BETTER COMMUNICATION

Get timely updates and clear information throughout your experience.



MORE CHOICE

Choose the way that works best for you: online, by phone, or in person.

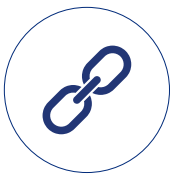
DIGITAL MODERNIZATION

Better tools. Better service.

Digital modernization is about using smarter tools and simpler processes so staff can focus on providing excellent customer service.



Expanding online services



Connecting existing tools



Replacing outdated systems



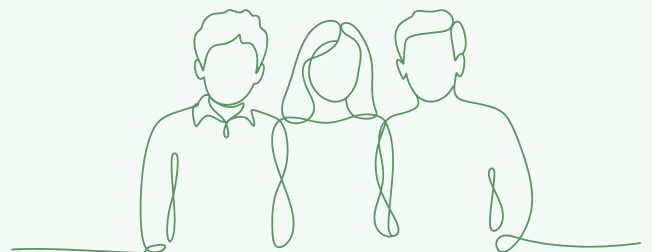
Improving data tracking and reporting



Reducing manual work

Digital first. Not digital only.

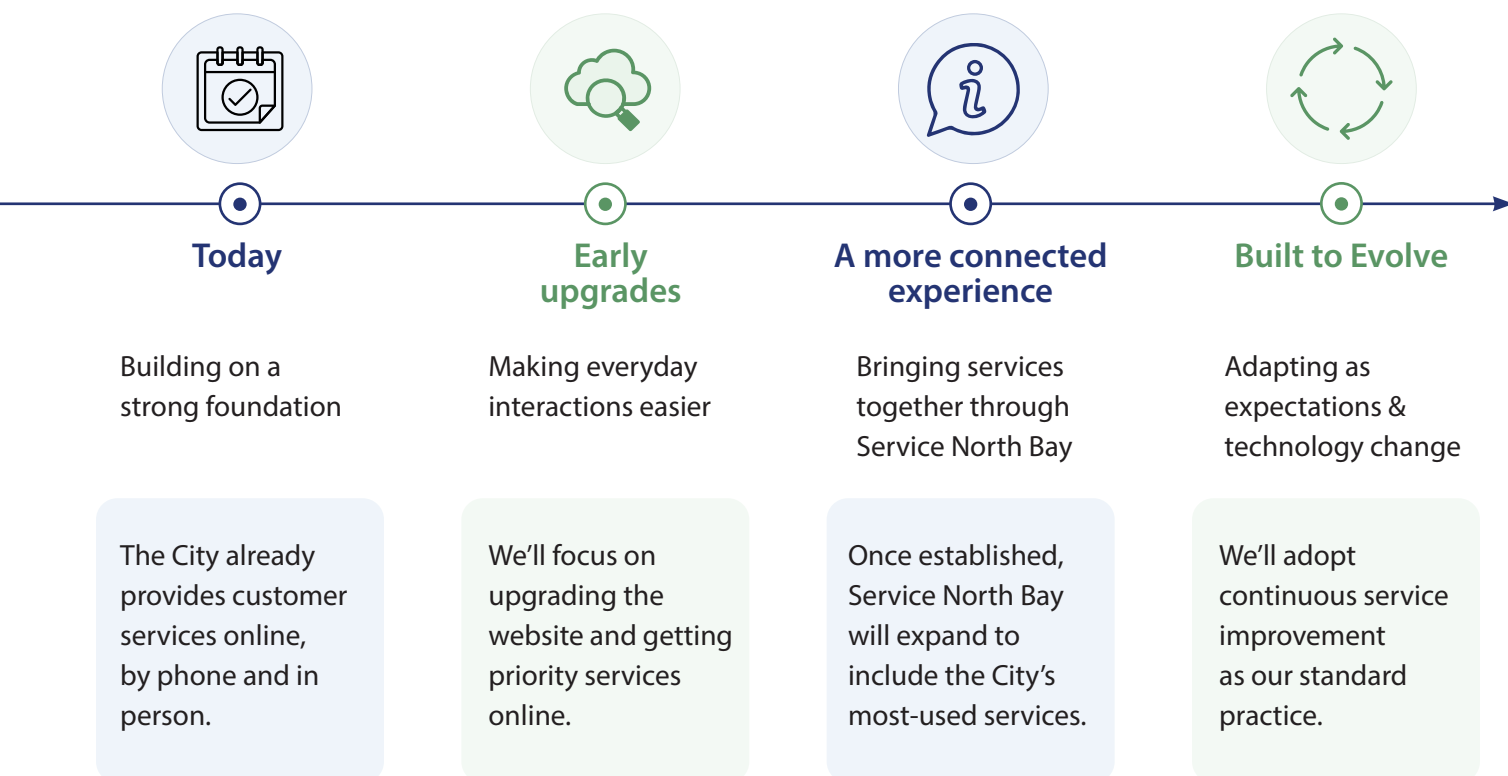
More services will become available online, while in-person and phone service will remain available for those who need or prefer them.



THE JOURNEY HAS ALREADY BEGUN

Improving customer service is an ongoing process.

Some improvements are already underway, while others will take time to plan, build and implement. The strategy provides a roadmap that will guide these improvements over the coming years.



Learn more.

Scan the QR code to visit the project page, where you can read the full strategy and follow the City's progress.

