
For Information

REPORT TITLE: Customer Service Week 2025

FROM: Davinder Valeri, CPA, CA, Chief Financial Officer and Commissioner of Corporate Services

OBJECTIVE

To provide an update on Peel's customer service initiatives and measurement results as we recognize and celebrate Customer Service Week 2025.

REPORT HIGHLIGHTS

- Customer Service Week is celebrated globally on the first week of October every year. We thank and celebrate Peel employees through a communications campaign that runs throughout the month.
 - Customer satisfaction has remained strong in 2025, despite challenges meeting service levels.
 - Peel's Service Experience framework has helped deliver innovative new tools and services built around the customer, and service improvements driven by customer feedback.
 - We are building a customer-focused culture by investing in employee development and involving front-line workers in solution development.
-

DISCUSSION

1. Background

Peel Region has been a leader in customer service since 2005, when the first consolidated Customer Contact Centre was established. 20 years later, the innovation continues, with an industry-leading Service Experience strategy that was awarded 2024 Customer Experience Thought Leader by the Customer Experience Professionals Association. The strategy was created to ensure our services meet customer needs, are easy to use, and provide a positive experience.

This matters because investment in customer experience pays off: customer service is the most impactful driver of trust and confidence for Peel residents. 74 percent of Canadians say that customer service is the best way organizations can improve their interaction (Gartner, 2023). Greater trust leads to better service design and more efficient service delivery; we can only innovate when we have trust. Dissatisfied customers are twice as likely to seek help multiple times, and they're twice as likely to publicly express dissatisfaction on social media or through calls to elected officials. And customer experience is directly tied to employee experience: satisfied customers lead to satisfied employees.

Customer Service Week 2025

Customer Service Week is celebrated globally on the first week of October every year. Peel uses this time to highlight our employees who go the extra mile to put our customer's needs at the centre of everything we do. Customer Service Week is one way we celebrate our achievements and recognize our employees. This report highlights a selection of recent service improvements from across the organization and an update on the state of customer service with our 2025 performance results.

2. Our Service Experience Framework

Peel's Service Experience framework guides how we design, deliver, and services. It has 5 components:

1. **Customer understanding:** we start by understanding the needs and expectations of our customers throughout their journey through observation, interviews, and surveys.
2. **Standards and policies:** service standards define the level of service customers can expect. Design standards ensure services are accessible, usable, and consistent.
3. **Measurement:** we measure performance against standards and collect customer feedback to identify opportunities for continuous improvement.
4. **Service improvement:** a Human Centred Design approach helps design new services and make improvements to existing ones that improve the customer experience. To ensure our improvements are working, we measure again.
5. **Culture and accountability:** throughout all of this, we strengthen our customer-centred culture. We celebrate Peel employees, share our successes, and ensure everyone is engaged and aligned in delivering a positive experience to every customer.

This framework has allowed Peel Region to maintain high customer satisfaction ratings while introducing services that improve access, drive efficiency, and save customers time.

3. The State of Customer Service

Peel measures customer satisfaction and feedback across every service channel. The 74,000 surveys completed so far this year give us a clear picture of the state of customer service. The results by channel for January through August 2025 are as follows.

a) Phone

Peel's contact centres have handled over 525,000 calls with an average satisfaction level of 83 percent. This is above our 80 percent target and up slightly from the previous year.

b) Email

Over 26,000 emails have been replied to this year, with a satisfaction rating of 73 percent, just under the target.

c) Counter

With a rating of 98 percent, Service Peel counters continue to hold the highest customer satisfaction of any channel. Customers value the high-touch, personalized service that can only be delivered in person. A pilot program to measure satisfaction at Human Services counters has found similar high results, with 86 percent satisfaction.

Customer Service Week 2025

d) Website

Peelregion.ca is the most important service channel, both by volume (20 million total views annually) and customer preference (87 percent prefer to visit our website for information or services). 2025 has seen a 21 percent increase in user engagement over the year.

e) Digital services

Peel continues to build digital services that improve service access and ease of use while reducing costs. This focus on usability and continuous improvement is paying off, with 95 percent user satisfaction this year, which is well above industry-standard results.

f) Annual client satisfaction survey

The annual survey measures satisfaction with Peel's services in a longer-form, large-scale survey, conducted by an external research organization. Highlights from the 2024 survey, which focused on Health Services, included:

- 90 percent of respondents found the information in the immunization notice was clear and easy to understand.
- 92 percent of Food Handler applicants agreed the payment process during registration was simple and secure.
- 90 percent of Ontario Seniors Dental Care Program users would recommend the program to others.
- 90 percent of customers who had an infant feeding appointment or phone consultation felt treated with dignity, respect, and genuine caring.

g) Complaints

Peel's tracks both formal and informal complaints in a centralized complaint management system to better understand trends and make improvements. This year, we've received 171 informal complaints, which is lower than last year, and 157 formal complaints, up from 2024.

Overall customer satisfaction has remained strong this year, with most channels performing above target. This is despite a challenging year that has seen wait times exceed service standards due to staffing issues, increased call complexity, and supporting more aging and at-risk residents. Maintaining strong customer satisfaction levels is a testament to the professionalism and pride that Peel employees take in their work.

4. Service Improvements

The work put into customer understanding, feedback collection, and measurement enables Peel's teams to design services that are built around the people who use them and maximize value for Peel residents. Here are some of the services launched over the past year using the Service Experience framework.

- In fall 2024, outdated vaccine order forms were replaced with an easy to use and secure online portal. This streamlined the ordering process for health care professionals and improved efficiency in fulfilment. Since launch, over 8500 orders have been handled through the portal, with a 99 percent customer satisfaction rating.
- The redesigned peelregion.ca website was launched in late-2024. The new site organizes information around services: an approach that was developed, tested, and refined by actual users. Integrated feedback collection allows us to stay on top of

Customer Service Week 2025

changing needs. This approach has driven an increase in customer satisfaction, with double-digit increases in ease of navigation (up 13 percent) and ability to find information (up 10 percent). Vastly improved digital accessibility means information can be found and understood by all users.

- In January 2025 we started a pilot to collect feedback at Peel shelters. Using touchscreen kiosks, clients rate key aspects of the facility and leave comments anonymously, in multiple languages. Over 1000 responses have been received so far, providing valuable feedback on safety, cleanliness, staff support, and referrals. We've also found a strong link between client satisfaction and awareness of shelter rights and responsibilities, rising from 35 percent among those with little understanding to 77 percent among those who understood them well.
- As part of a two-year pilot program launched in April, Peel Region partnered with the Ontario government to open an integrated ServiceOntario counter at 10 Peel Centre Drive. This location, staffed by Peel employees, has already handled over 5,600 customers and expanded service offerings twice in response to customer feedback. Customer satisfaction has been high, with this location earning the highest Google ratings of any ServiceOntario location in the area.
- In June, the updated online Peel account was launched. This redesign wasn't just cosmetic – it addressed a key pain point that our research identified: trouble signing in due to forgotten passwords and locked accounts. It also introduced full compliance with the *Accessibility for Ontarians with Disabilities Act, 2005*, (AODA), and a mobile-first design. Since launch, calls for support have dropped to near-zero, and customer satisfaction has increased every month.

5. Celebrating Customer Service Week

We are recognizing and thanking our front-line employees this Customer Service Week with an extensive communications and engagement campaign that runs throughout October. This year's celebration is special, as it coincides with the 20th anniversary of the creation of the Service Peel Customer Contact Centre. Since 2005, it has handled over 16 million calls and 240,000 emails. To recognize this, a new People of Peel video has been created that profiles two of the employees who have been there since day one. The video tells the story of how technology and tools have changed over the years, but the dedication to customer service has remained just as strong. It will be shared across social media and on our website as part of a broader campaign to "celebrate the people who make service happen." In 2024, the campaign was very successful, generating 750,000 impressions and 57,000 user engagements while building awareness of Peel's dedication to customer service.

CONCLUSION

Peel Region employees remain steadfastly focused on the customer. At a time when trust in government is being challenged by factors out of our control, delivering a great customer experience is something we can control. We continue to listen to our customers to understand their expectations, deliver services that meet them, and adjust rapidly based on changing needs.

Customer Service Week 2025

Our employees are proud of the work they do; they want to provide the best possible experience to our customers, every day. This Customer Service Week, we thank them and celebrate their accomplishments.



Davinder Valeri, CPA, CA, Chief Financial Officer and Commissioner of Corporate Services

Authored By: Andy Saito, Service Experience Advisor