Revision Date:	January 2020	Policy Type:	Public Service
Approval Level:	CEO	Distribution:	All Employees
Review Schedule:	5 Years (or as required)		

1. BACKGROUND AND PURPOSE

Markham Public Library (the "Library", or "MPL") recognizes that feedback from customers is vital to its service planning and assessment process. With a commitment to customer service excellence, the Library welcomes customer comments regarding library services and strives to respond to customer issues promptly in order to provide resolution. Customer feedback may include compliments, suggestions and complaints that are beyond the course of routine customer interactions. This may include:

- Requests for changes to or explanation of Library policies
- Suggestions for service enhancements or improvements
- Comments or suggestions requiring a formal response
- Compliments or complaints related to customer service or staff performance

The purpose of this Policy is to establish methods and protocols that ensure feedback is collected, managed and used to enhance the customer experience. The procedures establish timelines and processes to ensure that all feedback is responded to in a timely manner. Formal feedback may be collected in person, by telephone, email, survey, letter or through MPL's *Customer Suggestion and Comments Form*.

Comments related to Library collections including requests for purchase or collection challenges are not within the scope of this Policy. This Policy is not intended for use in relation to legal or personnel matters or Freedom of Information requests.

2. DEFINITIONS

"Board" means the Markham Public Library Board.

"CEO" is the Chief Executive Officer of the Markham Public Library.

"Complaint" is a statement received from a Library customer expressing dissatisfaction with Library policies or with some aspect of the service provided by the Library.

"Director" is a Staff member holding the management position of Director within the Library.

"Feedback (or comment)" is a statement from a Library customer which either compliments the Library on its services or suggests ways to enhance the service or offer it differently.

"Library" means the Markham Public Library.

"Library Staff" is an employee of the Library.

"Manager" is a Staff member holding a position of Manager within the Library.

"Supervisor" is a Staff member holding the position of Supervisor within the Library.

3.   ROLES

The Board ensures that the CEO maintains an appropriate resolution process for customer comments.

The CEO has overall responsibility for customer comment resolution. He/she ensures that customer comments are considered in the service planning process.

Directors provide support to Managers to ensure satisfactory resolution of customer comments. They are responsible to track and retain customer comments for their departments. They ensure that customer comments are considered in the service planning process.

Managers and Supervisors are responsible to respond to customer comments in their area of responsibility. They communicate all relevant information to Senior Management staff and coach frontline staff on customer comment resolution.

Library Staff provide immediate responses to customers and offer options to resolve their comments. Staff record comments and any related contextual details and communicate all relevant information to supervisory Staff. They refer customers to the appropriate Management contact, as required.

4.   PROCEDURES

4.1   Direct Communication

1) Staff member receives the comment and offers options to resolve any identified issues. If the customer does not wish to pursue the comment further, the Staff member records the comment using the *Customer Comments and Suggestions Form* and forwards the completed form to the responsible Staff or Manager, who notes the feedback for future service planning, signs off on the form and closes the file.

2) If the customer is not satisfied with the options presented, the Staff person will inform them of the process for submitting comments to supervisory staff. Staff will record information provided in person or via the telephone for the purpose of informing the appropriate personnel for follow-up. Staff can also provide customers with contact information for the appropriate Supervisor or Manager if the customer requests it.

3) Staff member ensures that the *Customer Comments and Suggestions Form* is delivered to the appropriate Supervisor, Manager or responsible Staff. Comments related to public service are first routed to supervisory Staff for response, and if not resolved at that level, then forwarded to the Branch Manager.

4) The Supervisor, Manager or responsible Staff member provides a response to the customer using the contact information provided. He/she will provide an initial response to acknowledge receipt of the comment by the next available business day.

5) Once the comment is resolved, the Supervisor, Manager or responsible Staff completes the *Customer Comments and Suggestions Form* and routes the document to the Director, Service Excellence (or designate) for tracking purposes. The Director reviews the form for future planning purposes, signs off on the form and closes the file. Forms are retained securely in order to protect customer privacy and confidentiality.

6) If the comment cannot be resolved satisfactorily by the Manager or responsible Staff, the customer may choose to seek an appeal.

7) The Manager or responsible Staff records the customer comments using the appeal section of the *Customer Comments and Suggestions Form*, and documents options offered to resolve the comment. The Manager forwards the documentation to the appropriate Senior Management Staff member for review. Senior Management will determine if there are additional options that could resolve the customer's comments, or if further action can be taken to address the situation. The appropriate Director contacts the customer within seven business days to discuss the results of their appeal. The Director completes the *Customer Comments and Suggestions Form*, recording the results of the appeal and any further customer comments. He/she forwards the form to the CEO for review and retention. The CEO signs off on the form and closes the file.

8) **Final Appeal** – If dissatisfied with the results of the appeal, the customer may pursue the Final Appeal process. The customer completes the *Customer Comments and Suggestions Form* and submits the document to the CEO. The CEO and Senior Management team review the final appeal and all other documentation related to the customer comment. The CEO determines if any further action may be taken and notifies the Library Board if necessary. The team will complete the review and the CEO will respond to the customer within 14 days to discuss the finding of the final appeal. The results are recorded, the form is retained for future service planning, and the comment file is closed.

4.2   Comments email

The "Comments" email address is the general mailbox for the Library website. Comments received via this email address are forwarded to the appropriate Staff for response per the above procedures.

4.3   Counting Opinions

The Library monitors service targets through an online customer feedback survey, *Counting Opinions*, accessible through the Library website. Customers may choose to provide additional feedback and comments through the survey and will be provided with a response if they indicate that one is desired.

The *Counting Opinions* comments are forwarded by a central administrator to the appropriate Manager or responsible Staff, who follows the procedures outlined above to follow up with the customer on his/her comment.

5.0   RESPONSIBILITIES

Managers / Supervisors shall:

- Enforce this Policy.

Employees shall:

- Comply with and enforce this Policy.

Library Administration shall:

- Develop and distribute this Policy;
- Update this Policy per the Review Schedule.

6.0   RELATED DOCUMENTS

- *Customer Comments and Suggestions Form*
- *Customer Comment Final Appeal Form*