

The Corporation of the Town of Cobourg
Customer Service Charter



Message from the Mayor and Council

Every day, the Town of Cobourg delivers services that enhance our community, from fostering recreational programs and preserving our green spaces to supporting local businesses and providing vital emergency services. As your Town Council, we are committed to continually improving how we serve our residents, businesses, and visitors.

Our new Customer Service Charter is rooted in the priorities of our 2023-27 Strategic Plan: Thriving Town, Service Excellence, and Sustainability. This Charter sets a high standard for a welcoming, responsive, and dependable service experience, ensuring every interaction—whether in-person, online, or by phone—is positive, respectful, and efficient. Council is fully committed to upholding these standards and supporting our staff in delivering on these promises.

We know that excellent service is a partnership, and we invite you to be part of this journey. By sharing your feedback and engaging with us, you help shape services that reflect Cobourg's values. Together, we are building a Cobourg where exceptional customer service strengthens our community today and into the future.



Message from the CAO and Senior Management Team



As senior leaders of the Town of Cobourg's administration, we are committed to upholding the values and standards outlined in our Customer Service Charter. This Charter serves as our commitment to delivering respectful, accessible, and responsive service while continuously striving to enhance every interaction with our residents, businesses, and visitors.

Our team is dedicated to delivering a high standard of service across all departments and fostering a culture that places your needs at the forefront. We will support our staff with the tools and training needed to ensure every experience with the Town is positive, efficient, and reflects Cobourg's commitment to excellence.

We look forward to working with the community to maintain and elevate these service standards, building a Cobourg where every interaction strengthens the connection between our municipality and those we serve.

A handwritten signature in black ink that reads "J. Vaughan". The signature is fluid and cursive.

Tracey Vaughan

Chief Administrative Officer, Town of Cobourg

Purpose of the Service Customer Charter

The Customer Service Charter reflects the Town of Cobourg's commitment to delivering an exceptional customer experience that aligns with its mission, vision, values, and 2023-2027 strategic plan. It outlines the promises we make to our customers and provides a framework for how we will fulfill them in every interaction.

As a guiding document, the Charter defines the level of service we aim to deliver and the experience we want every resident, business, and visitor to have when engaging with the Town. It sets clear expectations, ensuring that all interactions are respectful, responsive, and supportive.

Our vision is to create a Cobourg where everyone feels valued and well-served.

Together, we are committed to making this vision a reality.

Our Vision

Welcoming community; thriving town

Our Mission

Exceeding expectations through quality experiences.

Strategic Priorities

- Thriving Community
- Service Excellence
- Sustainability



Our Service Commitments



Respect and Accountability

We put our customers first. Staff are guided by the values of respect, empathy, and professionalism.



Communications and Engagement

We communicate clearly and engage openly, ensuring you have accessible ways to share feedback and stay informed.



Responsive

We strive to resolve your requests efficiently and keep you informed every step of the way.



Accessible

We ensure our buildings, spaces, and services are accessible, welcoming, and inclusive for everyone.



Innovation and Continuous Improvement

We are committed to continuous improvement, constantly enhancing our services to meet evolving customer needs.

Our Service Commitments

Respect and Accountability

We put our customers first. Staff are guided by the values of respect, empathy, and professionalism.



What can you expect from us

- ✓ Our staff will treat you with respect, courtesy, and take ownership of your request in all interactions.
- ✓ We will respond to your needs with understanding, actively listening to your point of view.
- ✓ Your privacy and confidentiality will be respected in all dealings with us.

How you can help us

Tell us how we're doing by sharing your feedback including complaints and compliments and we will use this information to make improvements.

Communication and Engagement

We communicate clearly and engage openly, ensuring you have accessible ways to share feedback and stay informed.



What can you expect from us

- ✓ We will communicate in a clear, straightforward manner that is easy to understand.
- ✓ Clear and transparent information will be provided on our services, programs, policies, and decisions.
- ✓ We will offer various options for you to participate in decisions that impact our community.
- ✓ We uphold an open-door culture that invites your feedback, questions, and concerns.

How you can help us

Stay connected with us! Visit our open office hours, follow our digital platforms and attend public meetings. Your participation is key to building a strong and responsive community.

Our Service Commitments

Responsive

We strive to resolve your requests efficiently and keep you informed every step of the way.



What you can expect from us

- ✓ We will respond promptly and aim to resolve your request at the first point of contact.
- ✓ If immediate resolution isn't possible, we'll keep you updated and work to address your request as quickly as possible.
- ✓ Service standards for response times will be in place across phone, email, social media, and in-person inquiries, with empowered staff ready to assist.

How can you help us

When you reach out to town staff, try and provide as much information as possible so we can work to resolve your inquiry as soon as possible. We will assist where possible.

Accessible

We ensure our buildings, spaces, and services, accessible and welcoming, and inclusive for everyone.



What you can expect from us

- ✓ We offer a range of easy options to interact with us, including online, by phone, email, or in person.
- ✓ Our buildings, public spaces, and interactions are designed to be accessible, meeting you where you need support.
- ✓ We're committed to inclusivity, providing services that support our diverse community through a range of accessible options.

How can you help us

Inform us of any accessibility barriers you encounter, helping us improve our services and facilities to be more inclusive for everyone.

Our Service Commitments

Innovation and Continuous Improvement

We are committed to continuous improvement, constantly enhancing our services to meet evolving customer needs.



What you can expect from us

- ✔ We're committed to adopting innovative solutions that enhance both service quality and the customer experience.
- ✔ A culture of continuous improvement drives us to offer the best-in-class experience.
- ✔ Our staff engages in ongoing training and professional development to use the latest tools, techniques, and best practices in customer service.

How you can help us

Share your thoughts directly with us on how we can optimize and streamline services to provide the best possible customer experience for you. Your input helps drive a culture of continuous improvement.

How We Measure Our Performance

Service Standards	Target
Percentage of calls resolved at the first point of contact when contacting a customer service representative	70%
Percentage of emails resolved at the first point of contact when contacting a customer service representative	70%
Phone messages returned within 1 business day when contacting a customer service representative	95%
Emails acknowledged within 1 business day when contacting a customer service representative	95%
Percentage of the public reporting a positive experience when contacting the customer contact centre	85%
Time taken to acknowledge a customer complaint when contacting the customer contact centre	1 Business Day
Time taken to resolve a customer complaint when contacting the customer contact centre	15 Business Days

Get in Touch

For more information, contact:

Town of Cobourg
55 King Street West
Cobourg ON K9A 2M2

 905-372-4301

 cobourg.ca | customerservice@cobourg.ca