

Council Policy No.:	CP2026-021
Council Policy Name:	Customer Experience Commitment
Date Approved by Council:	March 24, 2026 CW2026-039/CR2026-082
Date revision approved by Council:	
Related SOP, Management Directive, Council Policy, Forms	<p>Employee Code of Conduct and Ethics Council Policy</p> <p>Code of Conduct and Ethics – Members of Council and Local Boards Council Policy</p> <p>Corporate Complaints Handling Council Policy</p> <p>Accessibility Council Policy</p> <p>Customer Experience Strategy</p> <p>MD2017-021: Corporate Customer Service Standards Management Directive</p> <p>MD2019-004: Accessible Customer Service Feedback Process</p> <p>MD2024-003: Customer Conduct Management Directive</p>

Policy Statement and Rationale:

The City of Kawartha Lakes is committed to delivering exceptional, consistent, and accessible customer experiences across all Divisions. Council recognizes that every interaction with residents, businesses, and visitors is an opportunity to build trust, demonstrate accountability, and strengthen the relationship between the community and its local government.

This policy establishes Council’s overarching statement of commitment to service excellence. It sets the expectation that services are delivered in a professional, timely, transparent, and respectful manner, ensuring that customers experience a consistent level of service regardless of where or how they interact with the City.

The rationale for this policy is to provide a governance foundation for the City's customer experience work. It ensures that supporting strategies, directives, and procedures operate under a clear Council mandate, creating alignment across the Program and accountability for consistent, transparent, and continually improving customer experience.

Scope:

This policy outlines the City's corporate commitment to customer experience and applies to all interactions between the City of Kawartha Lakes and its customers. It provides the governance foundation for the City's Customer Experience Framework and guides the development and application of related strategies, directives, and procedures.

This policy does not prescribe detailed service standards, which are addressed through the Corporate Customer Service Standards and related directives.

Definitions:

For the purposes of this policy:

- **Corporate Customer Experience Program** refers to the coordinated, organization-wide implementation of the Customer Experience Framework and Customer Experience Strategy. It includes the corporate standards, policies, directives, performance measurement, reporting, and continuous improvement activities that support the delivery of customer experience across the organization.
- **Customer** means any resident, business, visitor, or stakeholder who interacts with the City of Kawartha Lakes.
- **Customer Experience** refers to the overall perception formed through all interactions a customer has with the City, across any service channel.
- **Customer Experience Division** is the corporate division responsible for coordinating customer experience initiatives, implementing the Customer Experience Strategy, and supporting corporate service delivery improvements.
- **Customer Experience Framework** is the structure authorized by this policy that organizes the City's approach to customer experience. It establishes Council's commitment and is implemented through the Customer Experience Strategy and its supporting standards, directives, and procedures.
- **Customer Experience Strategy** is the administrative strategy developed and maintained under this policy that guides how the City delivers on Council's customer experience commitment.

- **Customer Service** refers to the assistance, information, and service delivery provided by City staff to customers. It is a key component of customer experience and is guided by the City's Corporate Customer Service Standards.
- **Service Channels** are the means by which customers interact with the City, including in-person, by telephone, email, digital platforms, and other approved communication methods.

Policy:

Governance:

Council establishes the Customer Experience Commitment as the overarching corporate policy for customer experience. This policy provides the authority for the City's Corporate Customer Experience Program and ensures that service delivery across all Divisions is consistent, transparent, and accountable. The Chief Administrative Officer is accountable for compliance with this policy and for ensuring that an administrative strategy is maintained to guide implementation.

The Customer Experience Strategy (CES) is that administrative strategy. It guides how the City delivers on Council's commitment to customer experience, including the creation and application of supporting strategies, directives, and procedures to ensure consistent, transparent, and professional customer interactions across all service channels.

Accountability and Roles:

Delivering on the City's commitment to customer experience requires shared accountability across Council, leadership, and staff. Roles and responsibilities under this policy are as follows:

- **Council** approves this policy, affirms the corporate commitment to customer experience, and receives performance reporting.
- **Chief Administrative Officer** provides corporate leadership and is accountable for ensuring compliance with this policy.
- **Senior Management Team** embeds customer experience across all Divisions and ensures alignment with this policy.
- **Manager, Customer Experience** provides corporate oversight of the Corporate Customer Experience Program, coordinating implementation, monitoring outcomes, and reporting to the Chief Administrative Officer, the Senior Management Team, and Council.
- **Supervisors and Managers** integrate customer experience expectations into daily operations, provide leadership, and ensure accountability within their teams.

- **All City employees** deliver services in accordance with this policy and the Customer Experience Strategy.

Together, these roles ensure that customer experience remains a shared corporate responsibility, supported by leadership and embedded in daily service delivery.

Monitoring, Reporting, and Continuous Improvement:

The City will monitor the delivery of customer experience through the Customer Experience Strategy and its supporting directives, strategies, and procedures. Regular reporting will be provided to the Chief Administrative Officer, the Senior Management Team, and Council to ensure accountability and transparency.

The City will use customer feedback and performance information to identify trends, strengthen consistency across Divisions, and inform ongoing improvements to service delivery.

Review:

This Policy will be reviewed once per term of Council in accordance with the CP2021-027 Policy System Council Policy. The review will confirm that the Policy continues to reflect Council’s direction and corporate accountability for customer experience.

Revision History:

Proposed Date of Review:

Revision	Date	Description of Changes	Requested By
0.0	March 24, 2026	Initial Release	Customer Experience Division