



Town of Whitby Policy

Policy Title:	Customer Service
Policy Number:	MS 420
Category:	Municipal Service Levels
Reference:	Council Resolution #281-17 and #119-26
Date Approved:	May 8, 2017
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Approval:	Council
Point of Contact:	Town Clerk

Policy Statement

The Town of Whitby is committed to delivering equitable, accessible, and exceptional customer service that supports a positive experience for everyone accessing Town services.

Purpose

The purpose of this policy is to define the level of customer service that individuals can expect when accessing Town Services. The Customer Service Commitments describe how the Town of Whitby delivers service, and the experience customers can expect when interacting with the Town.

Scope

This policy applies to all Town Employees who are involved in the provision of Town Services. Where third party service providers, contractors, or agents deliver services or interact with customers on behalf of the Town, applicable customer service expectations will be addressed through contractual agreements.

Index

1. Definitions	2
2. Responsibilities	2
3. Customer Service Feedback	2
4. Customer Service Records	3

1. Definitions

1.1 Customer means an individual accessing Services from the Town of Whitby.

1.2 Customer Service Commitments means the standards and expectations for customer interactions with the Town, guiding how services are delivered in a respectful, equitable, and consistent manner, as defined in Appendix 1.

1.3 Department Head means the senior leader accountable for the overall management and performance of a Town department.

1.4 Employee means a person employed by the Town of Whitby, including those on contract, but does not include the Mayor and Members of Council.

1.5 People Leader means a manager or supervisor with direct responsibility for a functional team, including oversight of staff and day-to-day operations.

1.6 Service(s) means a program or operation provided or offered by the Town to individuals in exchange for the payment of taxes or on a user-pay basis and includes inquires for information regarding such Services.

1.7 Town means The Corporation of the Town of Whitby.

2. Responsibilities

2.1. All Employees shall:

2.1.1. Deliver customer service in alignment with this policy and the Customer Service Commitments.

2.2. People Leaders to:

2.2.1. Reinforce this policy and the Customer Service Commitments and support staff in meeting service expectations.

2.3. Department Heads to:

2.3.1. Ensure consistent application of this policy and the Customer Service Commitments across their department.

3. Customer Feedback

3.1. The Town will collect customer feedback to measure satisfaction with Town services and to inform continuous improvement in service delivery and alignment with the Customer Service Commitments.

3.2. Customer feedback may be collected through a range of methods, including in-person, online, or other channels, as determined by operational needs and available tools.

3.3. Customer feedback will be reviewed by Service Whitby, as well as the appropriate department or business area and retained in accordance with corporate records retention requirements and applicable privacy legislation.

4. Customer Service Records

4.1. Records and information collected to provide a Service may be used to assess alignment with the Customer Service Commitments, subject to the requirements of the Municipal Freedom of Information and Protection of Privacy Act and the Corporate Access and Privacy Policy CA 060.

Appendices

Appendix 1 Customer Service Commitments

This Policy is hereby approved by Council Resolution #281-17 on this 8th day of May, 2017 and by Council Resolution #119-26 on this 25th day of May, 2026

TOWN OF WHITBY

Customer Service Commitments

At the Town of Whitby, we are committed to delivering equitable and innovative customer service to our residents, our community members, our partners, and our colleagues.

As outlined in the Community Strategic Plan, our customer service approach is anchored in the Town's corporate mission: Together, we deliver services that make a difference in our community, and supported by our corporate values: Collaborative, Accountable, Respectful, and Engaged.

We provide exceptional customer service by:

- Sharing our name, so you know who you are interacting with and feel confident in our services.
- Treating you with dignity, respect, and kindness.
- Acknowledging your requests and questions within two (2) business days and helping you reach the right staff member.
- Keeping you informed about your inquiry and anything that may affect it.
- Exploring options with you and making sure you have everything you need to move forward.
- Promoting fairness by applying all Town policies, procedures and bylaws effectively.
- Using Town resources responsibly.
- Keeping our community safe, clean, and vibrant.
- Welcoming your feedback—whether it is a compliment or a concern—and responding in a timely and professional manner.