

# Council Information Memo

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**To:** Mayor and Members of Council

**From:** Victor Paola, Manager, Service Innovation

**CC:** Lisa Duarte, Director, Communications and Customer Experience

**Date:** June 10, 2025

**Subject:** 2024 ServiceOakville, Web & Social Media Performance Metrics

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## Introduction

ServiceOakville is the Town of Oakville's centralized customer service centre, designed to streamline access to municipal services and information. This memo evaluates the centre's performance in 2024 across three core areas: **Call Centre Operations**, **Service Request Management**, and **Digital Engagement**. The findings reflect the town's commitment to responsive, efficient, and resident-focused service delivery.

## Call Centre Performance

- **Call Volume and Responsiveness**
  - **Total Calls Answered:** 82,420
  - **Service Level Achievement:** 80% of calls were answered within 30 seconds, meeting the town's target.
  - **Call Abandonment Rate:** 11%, which is more than double the target of 5%.

## Interpretation:

While the call centre met its responsiveness target, the elevated abandonment rate suggests that some residents may be experiencing delays or disconnecting before receiving assistance. This could be due to peak-time congestion, staff turnover, or system inefficiencies. Addressing this gap is essential to improving the overall customer experience. Some tactics designed to improve the overall customer experience are referenced in the conclusion of this memo. Further, the mayor and council can find monthly performance metrics about ServiceOakville on the Council Portal.

## Service Request Management

- **Efficiency and Resolution**
  - **Average Percentage of Cases Meeting Service Level:** 86%

## Interpretation:

The data indicates that ServiceOakville is effectively managing and resolving service requests within acceptable timeframes with the majority of cases being closed within service level 70% to 95% of the time depending on the case-type. The high closure rate and average resolution time reflect a well-functioning case management system. Continued monitoring and optimization of workflows could further enhance performance, especially for more complex or urgent cases. In 2024, ServiceOakville made numerous improvements to the automated communications that are sent to residents when service requests are entered. In 2025, we will continue to monitor and enhance how we engage with residents during the lifecycle of their service requests. ServiceOakville and the Web team will continue to regularly meet with business units to ensure that the information related to services contained in the town's internal knowledgebase, as well as publicly available on the website, is current, clear, and accurate.

## Performance Summary Table

Call Centre Performance		
KPI	Service Standard	Result
Calls Answered	N/A	82,420
Call Centre Service Level	80%	80%
Call Abandonment Rate	5%	11%
Digital Engagement		
Website Engagement Rate	60%	67.4%
Social Media Followers	N/A	130,310

Figure 1: Performance Summary Table of KPI's

## Digital Engagement

### • Website and Social Media Reach

#### • Website (oakville.ca):

- **Page Views:** 7.3 million
- **Users:** 1.4 million
- **Engagement Rate:** 67.4% (exceeding the 60% target)
- **Top Searches:** Property Tax Assessments, Drop-In Programs, Jobs

#### • Social Media:

- **Followers:** 130,310
- **Posts:** 5,236
- **Reach:** 4.5 million
- **Engagements** (likes, shares, comments): Over 86,000

### Interpretation:

Digital platforms continue to play a vital role in connecting residents with town services and information. The high engagement rate on the website and strong social media presence demonstrates effective communication strategies and help foster community interaction and transparency. The engagement rate for the website is a metric that measures the percentage of sessions that are considered "engaged". An engaged session is defined as one that lasts longer than 10 seconds, has multiple pageviews or screen views, or involves a conversion event such as clicking on links, registering for a program, etc. The mayor and council can find monthly performance metrics about the web and social media on the Council Portal.

KPI	2024
Social Media followers (all Town of Oakville accounts)	130,310
Social Media posts	5,236
Social Media post reach	4.5M
Social Media post link clicks	23,791
Social Media post comments & replies	4,326
Social Media post reactions & likes	48,754
Social Media post shares	10,057
oakville.ca page views	7.3M
oakville.ca users	1.4M
Engagement rates on oakville.ca	67.4%

Figure 2: Web and Social Media KPI's for 2024

### Conclusion

ServiceOakville's 2024 performance reflects a strong commitment to service excellence, particularly in digital engagement and service request resolution. However, the **call abandonment rate** remains a critical area for improvement. To address this, the following actions will be taken or considered:

- **Staffing Optimization:** Increase staffing during peak hours and implement dynamic scheduling.
- **Technology Enhancements:** Better leverage callback options or virtual assistants to reduce wait times.
- **Self-Service Expansion:** Continue to promote and enhance online self-service tools to reduce call volume.

With these improvements, ServiceOakville is well-positioned to meet or exceed its 2025 performance targets and continue delivering high-quality service to the community. Further, we will be enhancing the web presence of ServiceOakville in 2025 to make it easier for residents to find what they are looking for and access the online tools available to them.