

Pulse

Kelly Williams, Manager

Communications and Engagement

September 13, 2023



REGIONAL MUNICIPALITY
OF WOOD BUFFALO

Present State

- Pulse provides 24/7 support to the region
- All requests are logged and assigned a unique tracking number
- A digital information library for agents use
- Pulse agents follow up on requests that are active for greater than 48 hours
- Pulse Online was introduced in 2017 enabling customers to submit requests online via the RMWB website
- Monthly and Annual reporting
- Aim to resolve requests at the first point of contact where possible



Data

Pulse	2018	2019	2020	2021	2022
Volume of Requests	45,530	56,703	65,703	65,316	61,916

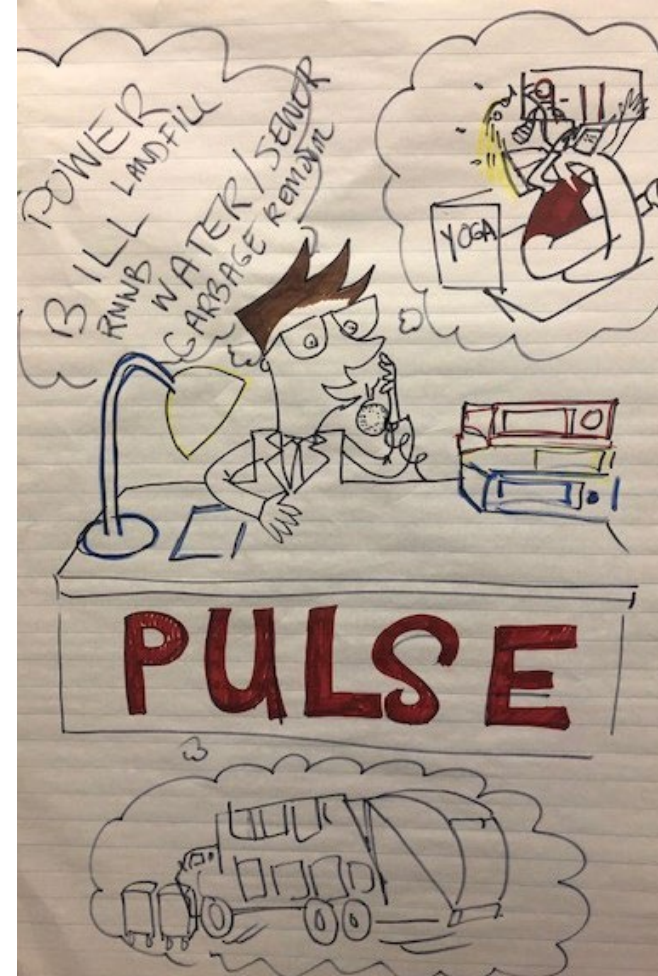


Data

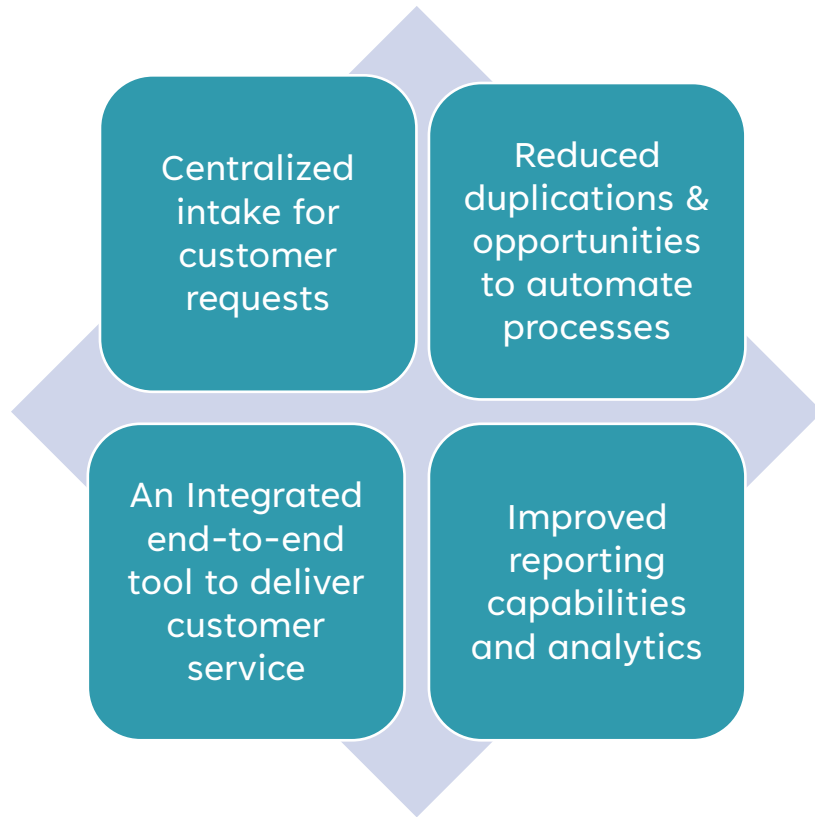
JANUARY TO DECEMBER 2022		
Metric	Definition	Result
Total requests	Number of requests made to Pulse (Top 2-3 topics / business unit)	61,916
Top departments/ branches	Public Works	12,550
	Street/Road related inquiries	4,277
	Transit Service Inquiries	4,118
	Park related inquiries	2,625
	Financial Services	12,371
	Assessment & Taxation Inquiries	5,143
	Utility Billing Inquiries	3,822
	Cashier Services	2,564
	Bylaw Services	11,408
	Animal Control Inquiries	3,880
	Parking Related Inquiries	2,366
	General Inquiries*	2,243
	Environmental Services	6,989
	Solid Waste Services	4,281
	Underground Services	2,321
	Water Treatment	250
	Planning & Development	4,483
	Permits	3,144
	General Inquiries**	1,257
	Business Licensing	754

*General Inquiries for Bylaw Services include noise concerns, nuisance property reports, loitering, etc.

**General Inquiries for Planning and Development include call transfers, clarification on a section of the Land Use Bylaw, etc.



Goals



Why Now?

- Customer Expectations continue to grow
- The Municipality strives to provide the best service possible supported by a ticketing system and internal processes to manage customer requests
- The Municipality recognized an opportunity to leverage technology to improve our customers' experience



Thank You
Questions?



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