



# Service London

Implementation Plan to Transform the Delivery of  
Customer Services at the City of London

# Service London

## Our Focus:

Delivering value through integrated customer centered service.

## Our Results:

**Simple** – services that are timely and easy to access

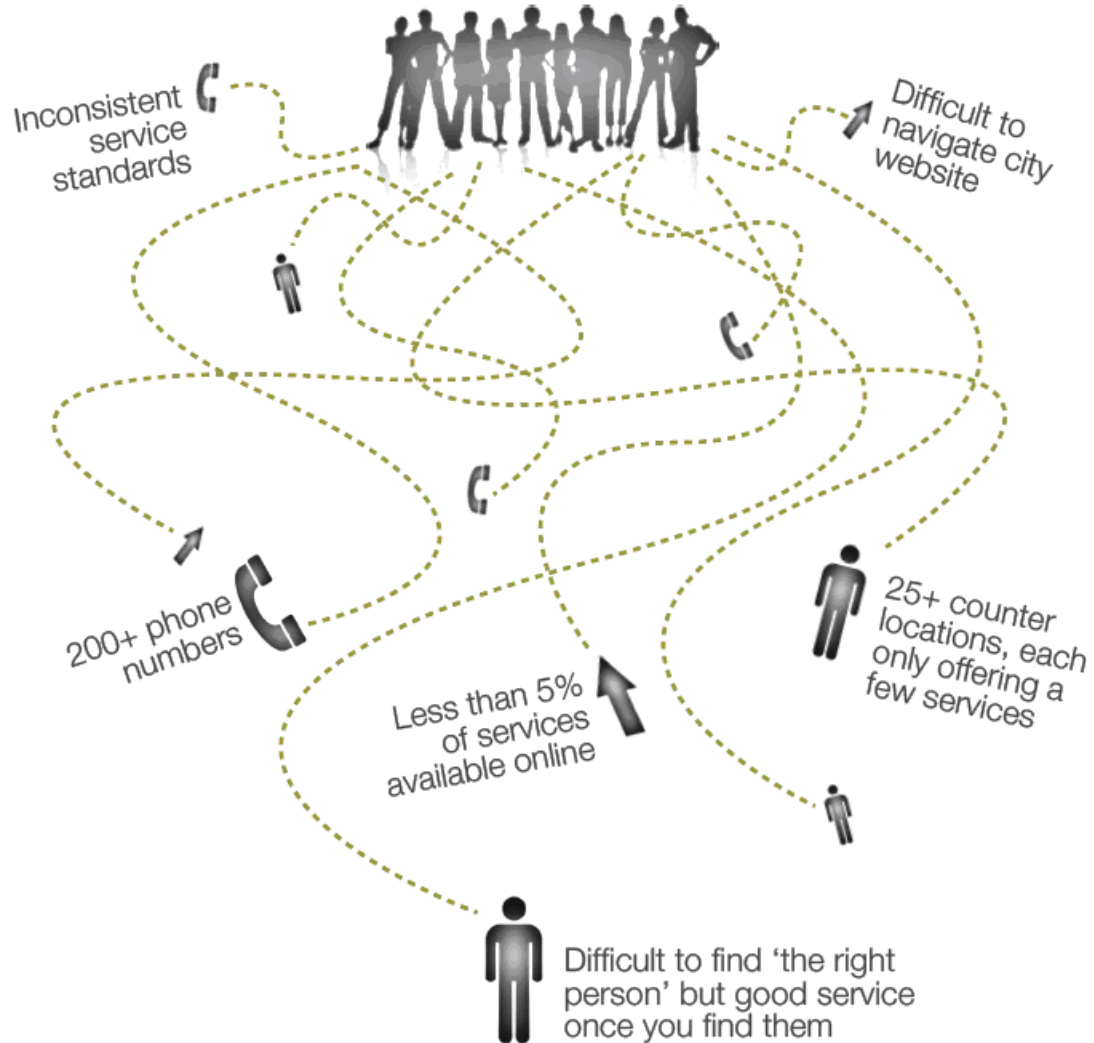
**Seamless** – effective integration between divisions and organizations

**Personalized** – delivery is customized, engaging and proactive

**Accountable** – results are efficient, consistent, reliable and accurate

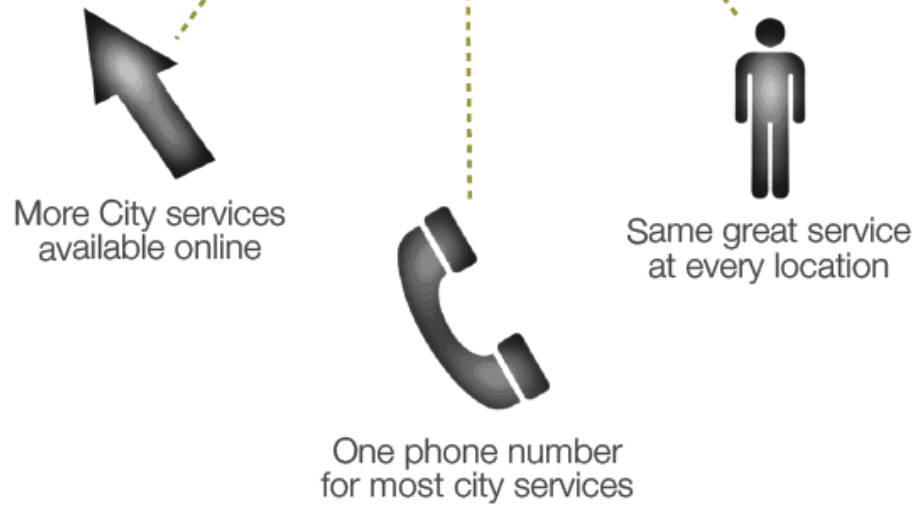
The Customer Experience

# TODAY



The Customer Experience of the

# FUTURE



# Service London **Business**

## **Key Outcomes:**

Create enhanced navigational tools and a single point of access that will make it easier for business customers to access business services in London via web presence, physical presence and the establishment of a 'business connector' role .

## **Guiding Principles:**

1. Build on what is already available (tools, improvements to processes, community assets)
2. Maximize opportunity by providing a window in and navigational support
3. 'Lean Start-up' approach – start with something, build on success and go from there

# Service London **Business**

## **What are we going to deliver?**

Collaborative, wrap-around customer experiences that meet needs and expectations

## **How are we going to do this?**

1. Building Content
2. Establishing a Team
3. Establishing a Physical Presence

# Service London **Business**

## **Building Content**

- Building and improving the content available to our business customers (print, online, in-person)
- Restaurant Roadmap ✓
- Joint Inspection Checklist for Restaurants ✓

## Next Steps

- Bars/Nightclubs
- Convenience Stores
- Building 101



*Start your business guide:*

# RESTAURANTS






*Business Express:*

# RESTAURANTS



## CREATE YOUR BUSINESS

**Create a plan** for the type of restaurant you will open. The **Small Business Centre** can help you write your plan. 

**Determine your legal structure.** Starting a new business means choosing a legal structure that will suit your business needs. The **Small Business Centre** can help you determine what structure is right for you. 

**Register your business name.** Once you have determined the right business structure for you, visit Service Ontario's One-Source for Business to register your business name and obtain your Master Business Licence.



The types of food and beverages you sell, such as frozen desserts and alcohol, will affect which permits and licenses you need.



**An accountant** can help you prepare financially for HST payments and installments, payroll, etc.



**Be sure to comply with all applicable wage laws.** Visit the **Canada Business Network** to learn more.

# Service London **Business**

## **Establishing a Team**

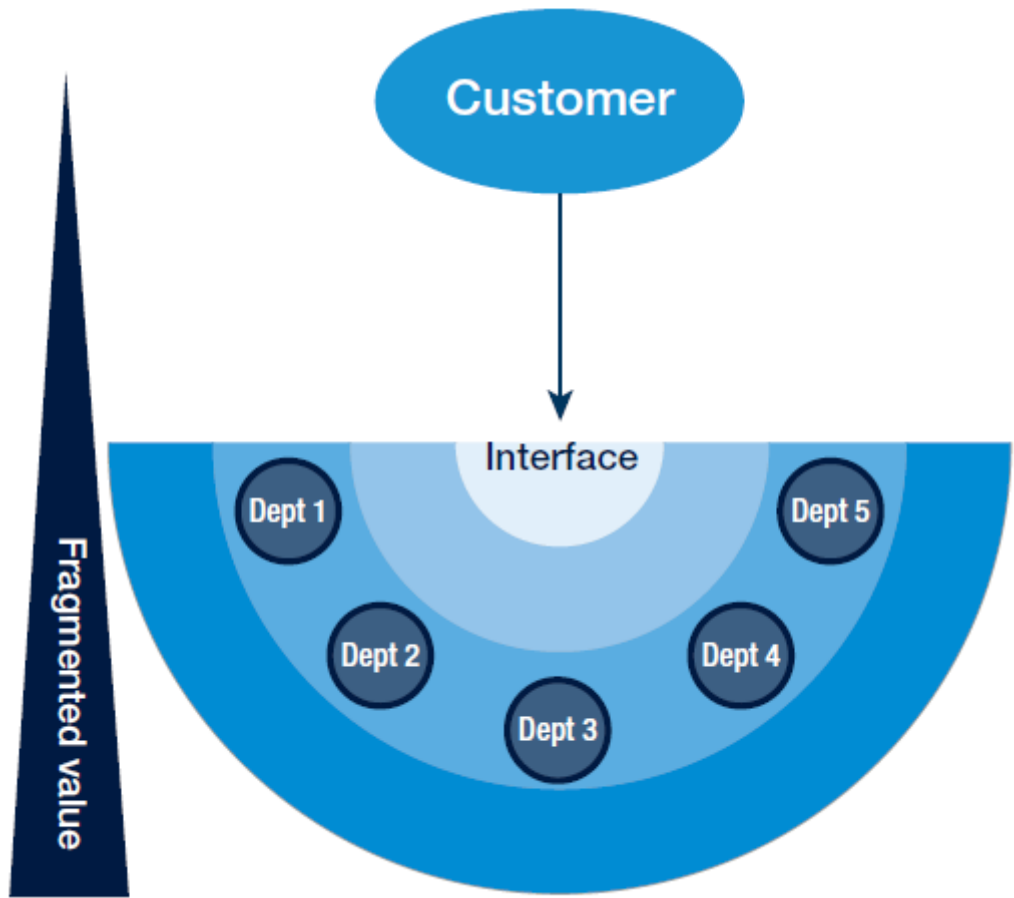
- Dedicated resource for Service London Business (Planner)

## Focus

- Delivering collaborative, wrap-around customer experiences
- Proactive guidance, navigational support, clear expectations
- Building relationships (internal & external)
- Small and medium-sized entrepreneurs looking to start, run or expand a restaurant, bar/nightclub or convenience store

# TRANSFORMATION

## Customer-Centric Approach



# Service London **Business**

## **Establishing a Physical Presence**

- A more welcoming and vibrant environment that facilitates collaborative, wrap-around customer experiences for our business customers

## Features of the space

- Agile and sustainable design
- Dedicated space for Service London Business (Planner)
- Enhanced seating capacity and collaborative work and meeting spaces
- Space to house business-related materials

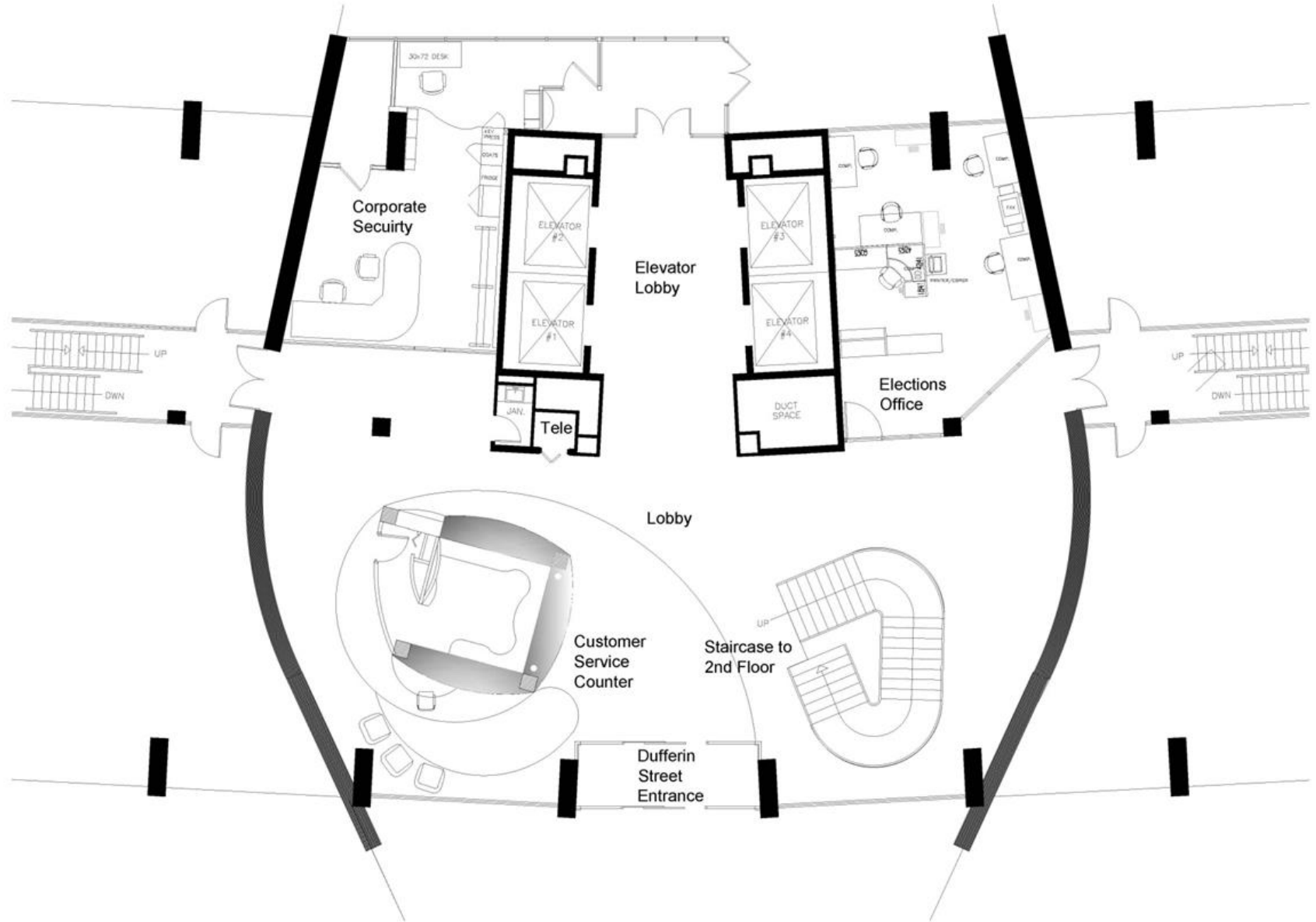
# Service London Business

- Hoteling space for staff and agency partners
  - Alcohol and Gaming Commission of Ontario
  - London Economic Development Corporation
  - London Fire Services
  - London Police Services
  - Ministry of Finance
  - Ministry of Labour
  - Middlesex-London Health Unit
  - Ministry of Community Safety and Correctional Services (Private Security and Investigative Service Compliance Unit)
  - Small Business Centre

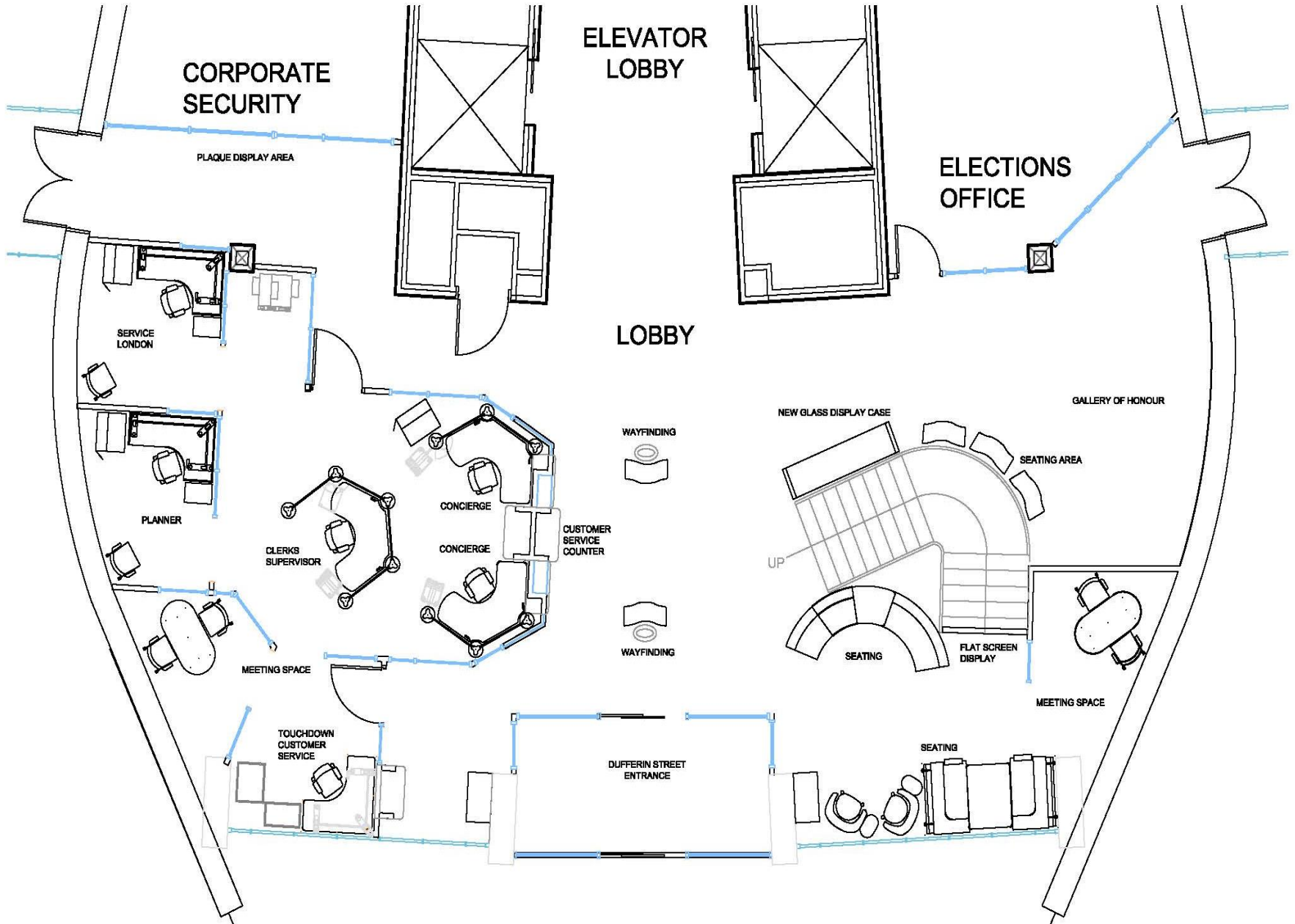
# Service London **Business**

- Enhanced services for our business customers
  - Planning applications
  - Bulk water cards
  - Backflow prevention program inspector tags
  - 911 stickers for taxis
  - Noise exemptions
- Enhanced services for all customers
  - London Transit smart cards
  - Gift cards
  - Dog and cat licence renewals
  - Waste reduction and conservation calendars, bike maps, etcetera

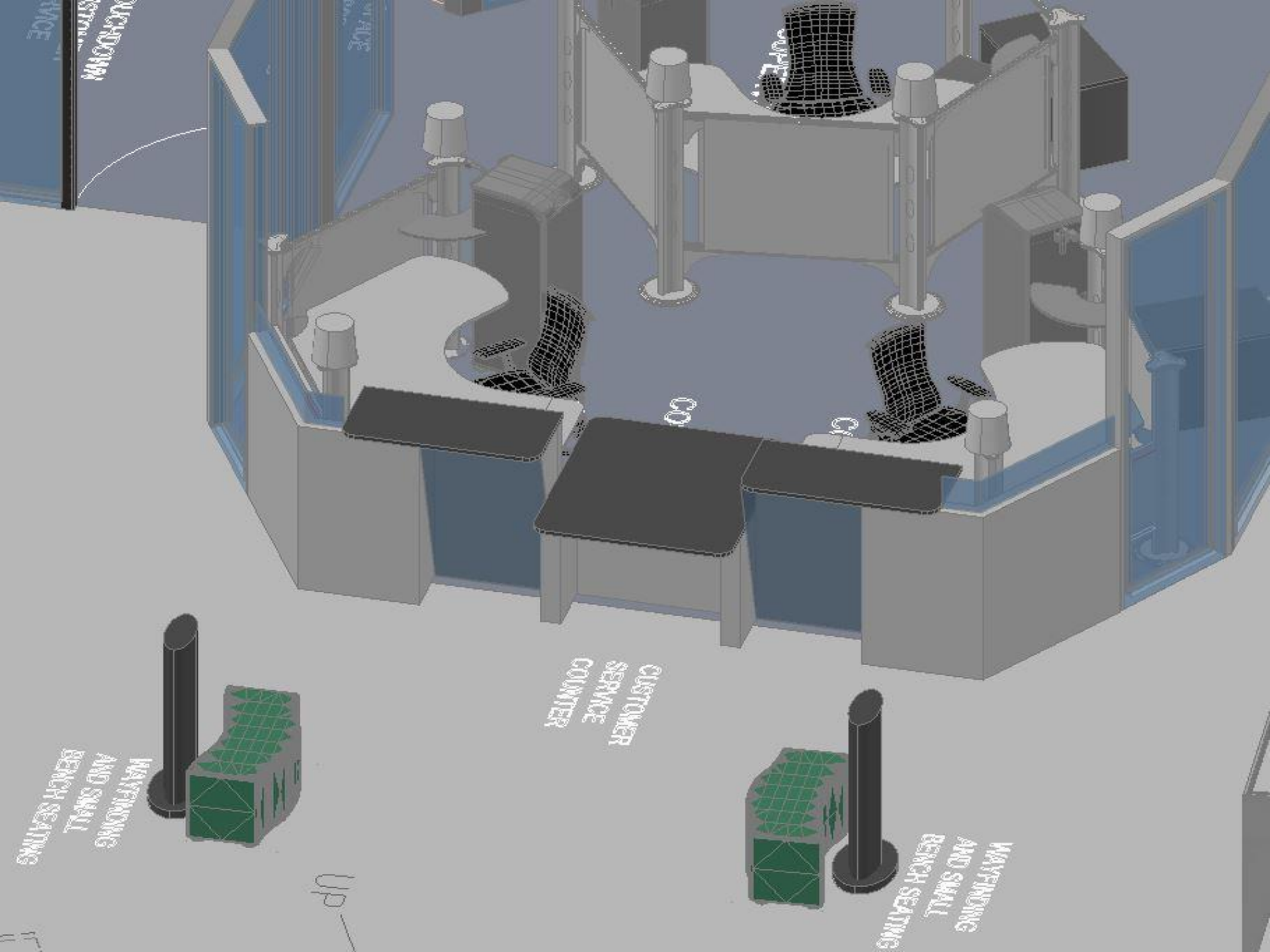
# Existing Floor Plan



# Proposed Floor Plan







CUSTOMER SERVICE COUNTER

WAITING AND SMALL BENCH SEATING

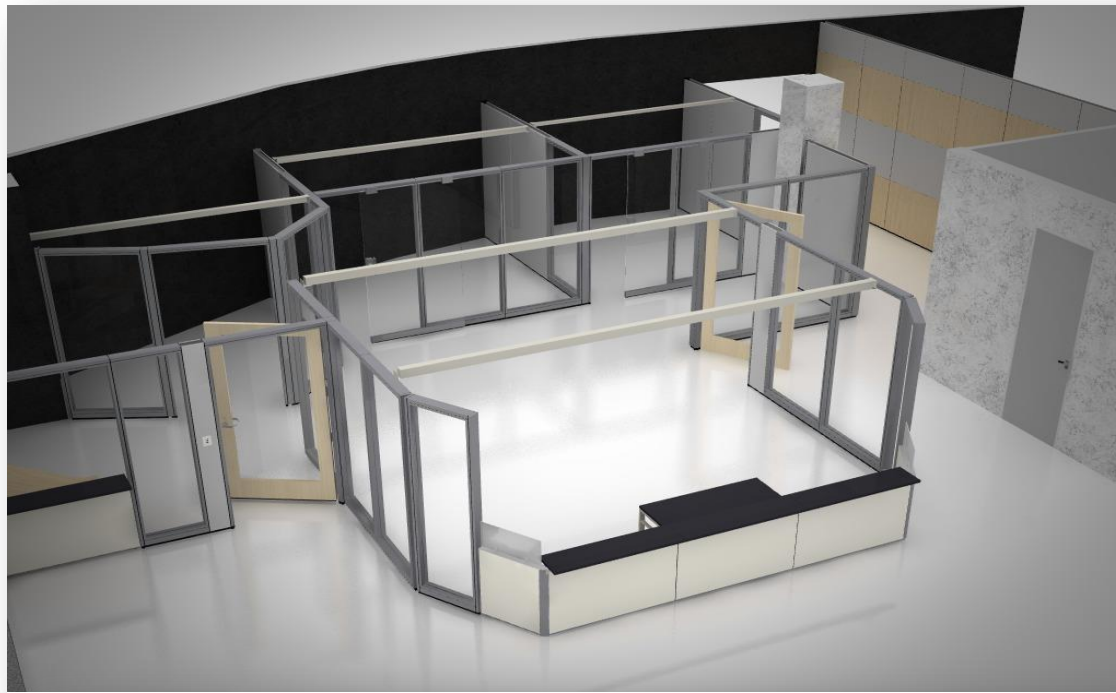
WAITING AND SMALL BENCH SEATING

UP

QUESTION STATION

SERVICE







# Service London **Business**

## **Cost**

- Approximately \$180,000 (to be funded from reserves)

## **Timing**

- Construction to begin in early May and continue to end of June
- First Floor will continue to be operable with minimal disruption
- Grand opening tentatively scheduled for late June