	Customer Experience	
	Policy Type:	Executive Limitation
	Number:	EL A 2.3
	To be Reviewed:	Once per term
	Approval Date:	March 9, 2020
	Motion Number:	20.C.109
	Revised Date(s):	

Policy Statement:

This policy identifies what types of decisions and actions the Chief Administrative Officer (CAO), and/or designates **may not do** in order to achieve Council’s Ends.


These Limitations set boundaries on the treatment of the public and their experiences when interacting with the Town of Okotoks (Town) as to what it means to achieve the Ends and what would be **unacceptable** even if the means worked.

The CAO is dedicated to delivering an excellent customer experience and will not allow the principles that guide our interactions and commitment with customers through unsafe, disrespectful communications or any conflict in our commitment to providing high-quality services that reflect Town values.

Guiding Principles:

Without limiting the scope of the above statement by the following, the CAO shall not:

1. Allow conditions or circumstances that prevent fair and equitable treatment, or hinder reasonable access and participation to services and facilities.
2. Disrespect the diverse backgrounds and perspectives of our customers.
3. Permit inconsistent treatment of customers.
4. Allow customers to be treated without respect and courtesy.
5. Permit untimely and inaccurate responses to inquiries, service requests, and issues.
6. Hinder clear and open communication regarding services, policies, and procedures.
7. Provide services and facilities that are inaccessible to all customers.

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8. Hinder continuous improvement, regular evaluation, and development of customer service practices.
9. Allow the provision of services that are misaligned with the Program and Service Review Policy.

Definitions:

Customer: Any internal or external individual, group, or organization interacting with the Town for services including information or assistance.

Equity, Diversity, Inclusion: The principles and practices that ensure fair, equal, and respectful treatment of all customers regardless of their background, characteristics, or needs.

Accessibility: Access to all services and facilities to all people, regardless of their physical, sensory, cognitive, or technological capabilities.

Continuous Improvement: The process of systematically analyzing and reducing redundancies, raising productivity, and adjusting practices to complement the changing organizational environment to compliment the needs of the customers.

Services: The range of programs or systems providing for a public need that are delivered to customers as directed by Council.