



Customer Feedback

Scope

This procedure applies to formal comments received from members of the public about library programs and services. Toronto Public Library endorses and is in compliance with the *Accessibility Standards for Customer Service* as found in Ontario Regulation 429/07 made under the *Accessibility for Ontarians with Disabilities Act, 2005*.

Definition

Formal Comment

A formal comment is defined as patron feedback received on a comment form (in print or electronic form) or is recorded on the form by a staff member on the customer's behalf or is received in a letter

- Formal comment procedures are used for compliments, suggestions, or complaints beyond routine interactions. Generally these fall into the following categories:
 - Requests for changes in policies
 - Suggestions for service enhancements or improvements. For example: changes in hours; building upgrades; changes to electronic services, or; new publications
 - Complaints for which customers want a formal response
 - Compliments about any aspect of library service or staff

Suggestions for library materials are excluded from formal complaints.

- Should customers have a suggestion or an issue with an item in our collection, branch staff will explain the procedure for title suggestions or reconsideration of library materials. Answerline staff will assist if the customer is unable to visit one of our branches.

Informal Comments

An informal comment is a verbal comment that can be immediately addressed by library staff members with an appropriate service option or the customer does not require a response

Related legislation

Municipal Freedom of Information and Protection of Privacy Act

Accessibility for Ontarians with Disabilities Act, 2005

Accessibility Standards for Customer Service, Ontario Regulation 429/07

Accessibility

Toronto Public Library strives to make its services accessible to all residents. Customers have a number of informal and formal, easily accessible, options available for commenting on library service. [Comment forms](#) are available in library branches and on the Toronto Public Library website www.torontopubliclibrary.ca. All library staff members informally report trends in comments by the public and provide information on the procedure for making a formal comment.

Roles

The City Librarian has overall responsibility for creating and maintaining high quality customer driven library services. This responsibility encompasses policies, procedures and standards related to customer feedback, the implementation of service standards, tracking and retaining customer comments and ensuring that customer comments are considered in formulating service plans. The City Librarian/Director or designate is responsible for responding to formal comments from members of the public.

Manager or designate

- Informs staff of their role in mediating customer complaints.
- Responds to customer comments in their area of responsibility in accordance with procedure
- Route all completed comment forms to the appropriate Director's office
- Ensure that customer comments are considered in formulating local service plans

All library staff

- Do their best to provide service options to resolve the issue, within the scope of their position, or make appropriate referrals which satisfy customer needs.
- Communicate informal comments about library service to the appropriate supervisor.
- Provide customers information on how to fill out formal comment forms and with assistance in filling out formal comment forms as required

	Responsibility	Action
1.	All library staff	To do their best to provide service options to resolve the issue, within the scope of their position, or make appropriate referrals which satisfy customer needs
2.	All library staff	Proactively report informal patron comments and suggestions to the appropriate supervisor for consideration in service planning.
3	All library staff	Inform customers of procedures for making formal compliments, suggestions or complaints; offer assistance in completing forms if requested by customers; record customer comments received by telephone or in person if requested by the customer.
4	All library staff	Provide contact information for management and senior staff if requested
5	All library staff	Ensure comment forms are delivered to the appropriate supervisor/manager
6	Answerline staff	Reviews and acknowledges all online forms within two business days; answers common questions or complaints; refers comment forms to appropriate manager if further action is required;
7	Manager or designate	Answers customer comments if requested by customer according to contact information provided (phone, TTY, email, letter); acknowledges all comments within two business days and provides a response within ten business days
8	Manager or designate	Completes comment form; makes notes of appropriate information for service plans
9	Manager or designate	Forwards form to appropriate Area, Branch or Department Manager for tracking purposes. Administrative Assistant counts the comment on the customer feedback tracking template provided by the Planning and Development Department. Comment form and response is then forwarded to the appropriate Director's office in print or electronic form for retention. Comments regarding electronic services are routed to Planning
10	City Librarian/Director or designate	Reviews form for incorporation into service planning
11	City Librarian/Director or designate	Retains form for five years for active files and disposes of form ensuring customer confidentiality
12	City Librarian	Overall responsibility for creating and maintaining high quality customer driven library services