

Enhancing the Customer Experience for Business

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KANSAS CITY

102nd ANNUAL CONFERENCE

Learning Objectives

- Customer service techniques
- Learn about innovative ways to change processes
- Revamping the permit process
- Streamline processes

City of Ontario, Southern California

- Located 35 miles east of Los Angeles
- Population: ~170,000
 - *Set to double in 20 years*
- More than 10,000 businesses
- Logistics hub
- 50 square miles
- Convention Center
- Sports & Entertainment Arena
- Largest indoor mall west of the Mississippi
- Ontario International Airport





LET'S TALK CUSTOMER SERVICE

Approach to Public Service

- Choose public service to make an impact on the community.
 - Be Committed to the Community
 - *Whatever job you do, do it well!*
 - Achieve Excellence Through Teamwork
 - *Take ownership of your job and support other team members.*
 - Do the Right Thing the Right Way
 - *Focus on what is important and never compromise integrity.*

Business Principle

Our job is to create, maintain and grow economic value and we do our job by providing infrastructure and services. The better we do our job, the more investment we will attract and the more revenue it will generate for investment, creating a self-sustaining cycle.

*~Adopted by the Ontario City Council
January 27, 2010*



CITY OF ONTARIO

APPROACH TO PUBLIC SERVICE

Choose public service to make a positive impact on the community.

- ✿ Be Committed to the Community.
- ✿ Achieve Excellence Through Teamwork.
- ✿ Do the Right Thing the Right Way.

4 Years Later

- LInKS Program
- Performance Evaluations
- Recruitment
- Interview Questions
- Enhancing the Culture
- [Focused on Service Video](#)



LET'S TALK BUSINESS RETENTION

Business Retention Committee

- Partner with the Ontario Chamber of Commerce
- Over 600 Business Visits a Year
- Monthly meetings with Committee Members
- Business Retention Survey
- Follow-up with various departments and solve issues



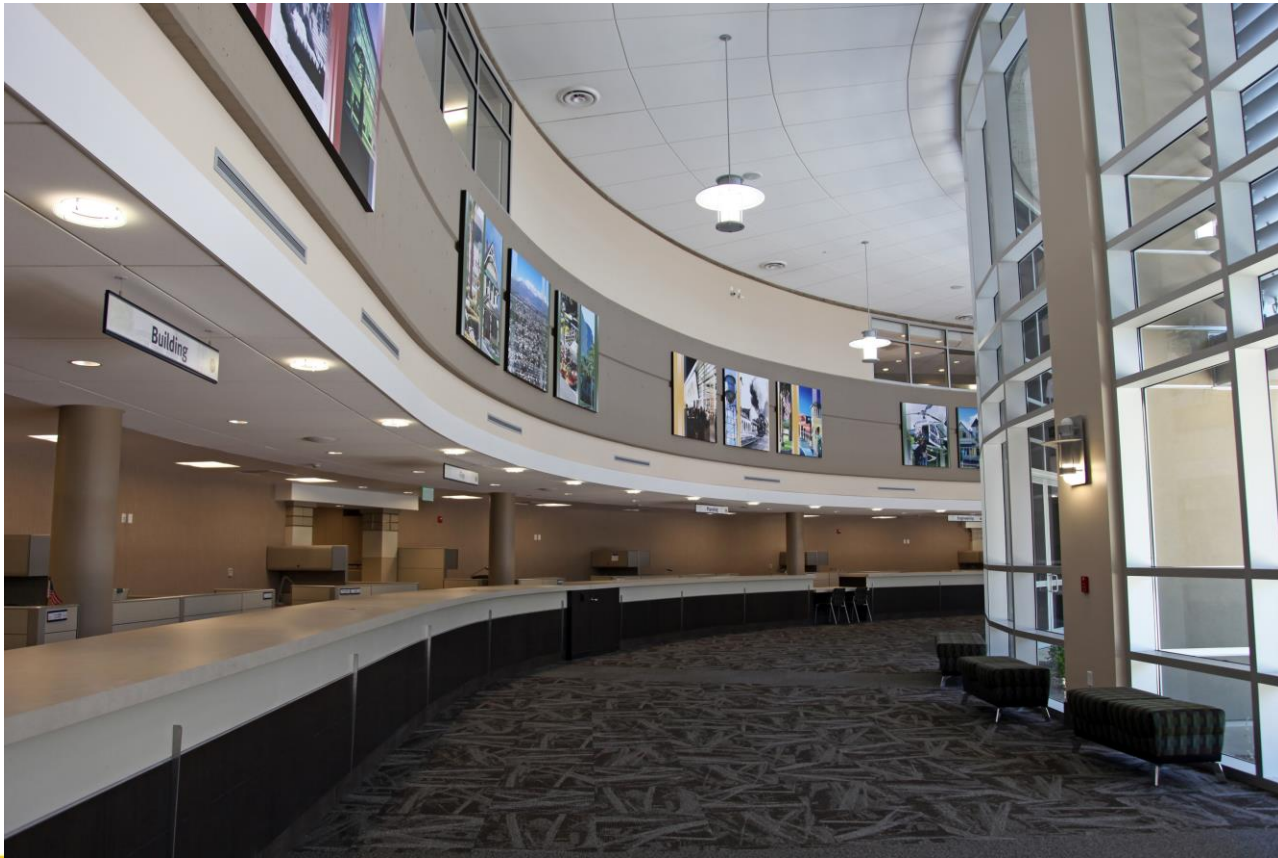
LET'S TALK ABOUT THE PROCESS

Revamping the Permit Process

- Initial meetings with business relocating
- Strike Team Meeting
- Website with all information about permits
- Work alongside with Planning, Building, Engineering, and Utilities to solve issues
- Answer as many questions on first visit so there are no surprises down the road

Streamlining the Process

- Strike Team Meetings
- City Hall Front Counter
- Expedited Services
- Someone is always available to assist
- Every staff member is trained to talk economic development
- Enhanced Customer Service





LET'S TALK MARKETING

Marketing

- Website
- Print
- Digital / Online
- Videos / Made in Ontario Business Series
- Social Media

We are in a technology-age but we can not forget about those that are not.

We Think Business.

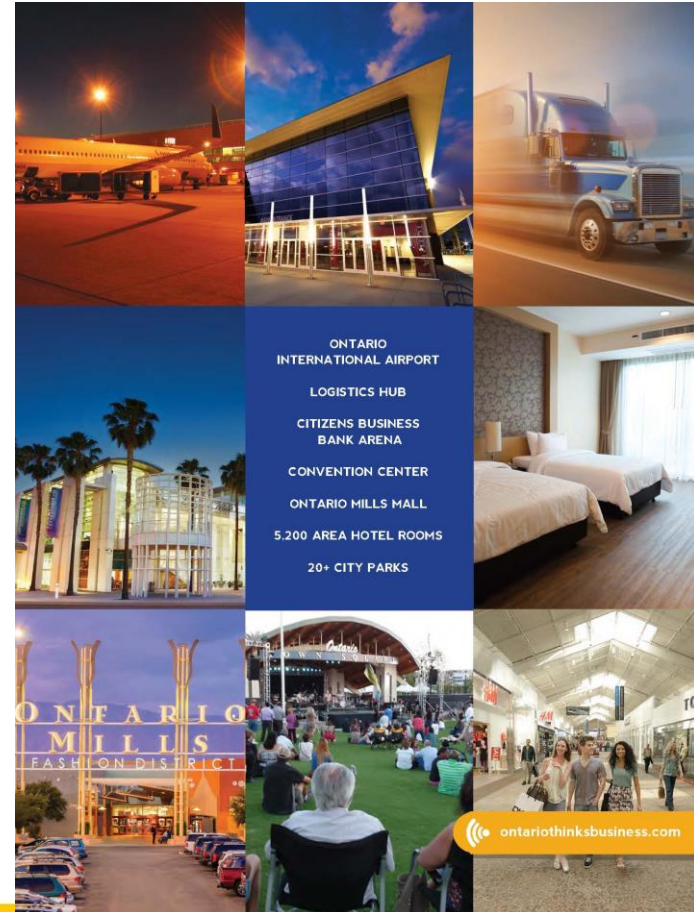
- www.OntarioThinksBusiness.com

WHY BUSINESSES CHOOSE ONTARIO



Print, Digital and Online

- One Stop Resource
- Why Ontario?
- Business Resource Guide
- Demographics
- Site Selectors
- Lifestyle



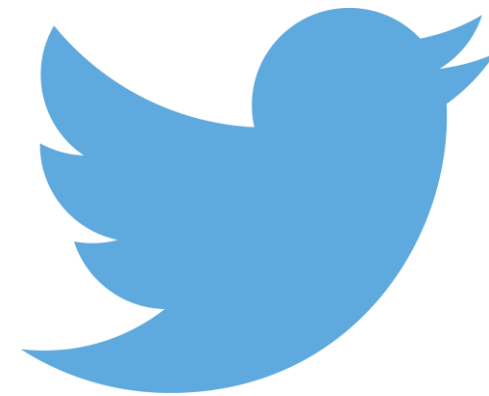
Made in Ontario Business Series



Social Media

- Business News
- Accolades
- Welcome to the City
- Site Selection Information
- Trade Shows
- Business Visits
- Facts and Other Information

Follow us on Twitter!
[@OntarioEDA](#)



Questions/Comments?

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