

2020  
Jurisdictional Scan: Park Info - Call Centres

- How does your jurisdiction manage call volumes regarding travel information/park info - do they**
- A. Route all travel information /park calls via their DMO?**
  - B. Operate their own internal 1800#/Call centre to respond to visitor inquiries?**
  - C. Combine reservations call centre/park travel info into one line managed by a third party/reservation service provider?**
  - D. Operate an online only park info email customer support system?**

JURISDICTION	REPLIED	YES/NO	CONTACT NAME
<b>B.C PARKS</b>	<input checked="" type="checkbox"/>	YES (A&B&C)	Leah Wilcock

**COMMENTS:**

1. Route all travel informaton/park calls via their DMO?

- triage back to individual parks for detailed questions

Call centre agents reference individual park webpages, which detail information about the park and typically enable them to answer customer questions. For park-specific inquiries, the call centre will direct the customer to contact the park operator directly.

- triage back to a general internal parks system phone line

Our call centre is primarily a reservation service, but does answer some informational inquiries. Depending on the nature of the question (e.g., for refunds, specific policies, etc.), they may direct a caller to contact our park info email. We do not offer an internal parks system phone contact.

2. Operate their own internal 1800#/Call centre to respond to visitor inquiries?

We have a 1-800/toll free call centre, but it is not operated internally. Our call centre function is packaged with our reservation system, and our reservation system service provider contracts out the service to a Canadian-based call centre provider.

3. Combine reservations call centre/park travel info into one line managed by a third party/reservation service provider?

- use IVR to stream call volumes either back to DMO or to an internal parks staff member

We use IVR to encourage callers to search the website for their information to reduce the amount of information seeking calls we receive via our reservation-primary call centre. We do not use IVR to route back to internal parks staff.

4. Operate an online only park info email customer support system?

The only way of contacting us directly is through our general Park Info email. This is not a service or support system, but rather it provides policy and procedural info (e.g., how to apply for a refund) and links park users to information they're seeking.

5. Live chat?

We don't currently offer a live chat function, but our call centre and reservation system provide for this functionality if we choose to turn it on.

6. Other solutions?

Lots of online FAQs, web bulletins, and social media posts to direct park users to commonly asked for information

<b>ALBERTA PARKS</b>		YES (B&D)	Heather Lambert
<p>COMMENTS:</p> <p>1. Route all travel information/park calls via their DMO?  - triage back to individual parks for detailed quesTons  - triage back to a general internal parks system phone line</p> <p>2. Operate their own internal 1800#/Call centre to respond to visitor inquiries?  We have a contract for consolidated Contact Centre Services from the Government of Alberta's Contact Centre. We have our own separate 1800 number and dedicated contact centre agents that know our business who respond to all of our inquiries. Our Contact Centre agents field both calls regarding generic park inquiries, trip planning/travel, day use, etc. as well as support our reserve.albertaparks.ca reservation application. Agents assist customers in booking, changing and cancelling camping reservations as well as all related account setup, camping questions, etc.</p> <p>3. Combine reservations call centre/park travel info into one line managed by a third party/reservation service provider?  - use IVR to stream call volumes either back to DMO or to an internal parks staff member</p> <p>4. Operate an online only park info email customer support system?  In addition to the ability to call our Contact Centre we have an Alberta Parks specific "Contact Us" email for public information, trip planning and travel questions.</p> <p>5. Live chat?  Currently no live chat</p> <p>6. Other solutions?  We also answer a high volume of social media DMs</p>			
<b>SASKATCHEWAN PARKS</b>			
<b>MANITOBA PARKS</b>			
<b>ONTARIO PARKS</b>	Inquiring Jurisdiction		<a href="#">Lori Waldbrook</a>
<p>Original Email:</p> <p>Hi Dawn,  Hope you're doing well! Do you have any information on how other provincial park agencies centrally manage call volumes regarding travel informaZon/park info? Do they -</p> <p>1. Route all travel information/park calls via their DMO?  - triage back to individual parks for detailed questions  - triage back to a general internal parks system phone line</p> <p>2. Operate their own internal 1800#/Call centre to respond to visitor inquiries?</p> <p>3. Combine reservations call centre/park travel info into one line managed by a third party/reservation service provider?  - use IVR to stream call volumes either back to DMO or to an internal parks staff member</p> <p>4. Operate an online only park info email customer support system?</p> <p>5. Live chat?</p> <p>6. Other solution?</p> <p>Any quick insights you can provide would be helpful.</p>			
<b>SEPAQ (QUEBEC)</b>			

COMMENTS:			
<b>NEWFOUNDLAND &amp; LABRADOR PARKS</b>	<input checked="" type="checkbox"/>	YES (C)	Geoff Bailey
<p>COMMENTS:</p> <p>3. Combine reservations call centre/park travel info into one line managed by a third party/reservation service provider? <b>Yes. We have a contract agreement for our Campsite Reservation Service which includes the provision of a call centre for Provincial Park reservations and some general inquiries. We have our own toll free number but it terminates at the contract provider call centre. HQ's responds to all emails that come in through the campsite reservation service website. If clients have comments or questions that the call centre staff cannot answer then the client is given the park specific phone number to follow up.</b></p> <p>5. Live chat? <b>No</b></p> <p><b>It might be worth adding that we also have a toll free line for tourist information which is separate from Provincial Parks. The tourism agents have access to provincial park information and reach out to HQ's if additional information is required by tourists.</b></p>			
<b>NOVA SCOTIA PARKS</b>	<input type="checkbox"/>		
<b>PARKS NEW BRUNSWICK</b>	<input checked="" type="checkbox"/>	YES (A)	Josh Tompkins
<p>COMMENTS:</p> <p>1. Route all travel information/park calls via their DMO?</p> <p><b>We have merged the majority of the gov't of NB Call Centres into one location now - this includes our toll- free Tourism Call Centre.</b></p> <p><b>A major benefit of this is that they have cross-trained staffing from other GNB centres and now the number of agents taking parks calls can scale up on demand. They have handled our Parks info. and camping reservations since at least 2013. Anything they can't answer is:</b></p> <ul style="list-style-type: none"> <li><b>• triaged back to individual parks for detailed questions</b></li> <li><b>• triaged back to me (let's be honest though, they usually skip the parks and go to me haha)</b></li> </ul> <p><b>We don't offer a Live Chat option at this point.</b></p> <p><b>A ton of our park info. questions are coming through Social Media channels now as well – primarily the parks staff deal with these. We are working towards getting all the various specific and global park channels into HootSuite at the moment though, so Central Office will be able to assist in the off- season and somewhat during operating season.</b></p>			
<b>P.E.I PARKS</b>	<input type="checkbox"/>		
<b>GOVERNMENT OF NORTHWEST TERRITORIES PARKS</b>	<input type="checkbox"/>		
<b>NUNAVUT PARKS</b>	<input type="checkbox"/>		

YUKON PARKS	X		
PARKS CANADA	X		

**Response Rate:** 5/13 for **38%**

**Key Findings:**

- New Brunswick and Alberta Parks are seeing an increase in the amount of inquiries posed through social media channels. B.C Parks also uses social media to communicate with visitors.
- New Brunswick Parks call center has merged with the entirety of the Government of New Brunswick Call Centre and call center employees have cross jurisdictional training. Questions that cannot be answered this way are redirected to individual parks.
- Alberta Parks contact services are initiated through the Government of Alberta Contact Centre. They have their own 1800 number and dedicated agents.
- Generally, Parks seem to have Call Centers or Contact options that encourage visitors to find answers to their questions online and direct them to the appropriate page.
- Responding jurisdictions did not yet have “Live Chat” options on their websites.

**Future Questions to Ask:**

- Have studies been conducted to inquire about visitor satisfaction with current contact options? How do visitors feel about IVR in particular?
- How many resources would be needed to introduce a “Live Chat” option for most jurisdictions? Is this a reasonable and valuable goal?

**Links to Resources:**

- N/A