



Planning-BED-CX –Integration into the Process for Business Development

We are an empowered team, building lifelong relationships and trust, through outstanding customer service and innovative solutions



Business Development

Why integrate of Burlington EcDev, CX Manager – Business Development and Planning?

- 1.To implement the ***Red Tape Red Carpet*** Recommendations
- 2.To strategically align with ***Vision to Focus***; Focus Area 1: Increasing Economic Prosperity, Goal: Business Growth
- 3.To implement ***Designing and Evolving our Organization Phase 2 and 3 Activities***: organizational redesign; establishing new reporting structures, teams and relationships; and creating role clarity and defining responsibilities



Business Development

What are the **Goals** of the Business Development partnership (Burlington EcDev, CX, Planning)?

- ★ Increase Economic Prosperity and Business Development in Burlington
- ★ Meet the Customer's needs and provide a good Customer experience
- ★ Ensure City of Burlington regulations, guidelines, policies and legislative requirements are adhered to for safe and community responsive growth in Burlington



Business Development Team

- ❑ **Manager Business Development** (Economic Development)
- ❑ **Manager Customer Experience, Business Development** (CX Team)
 - ❑ **Manager Planning Implementation** (Planning)

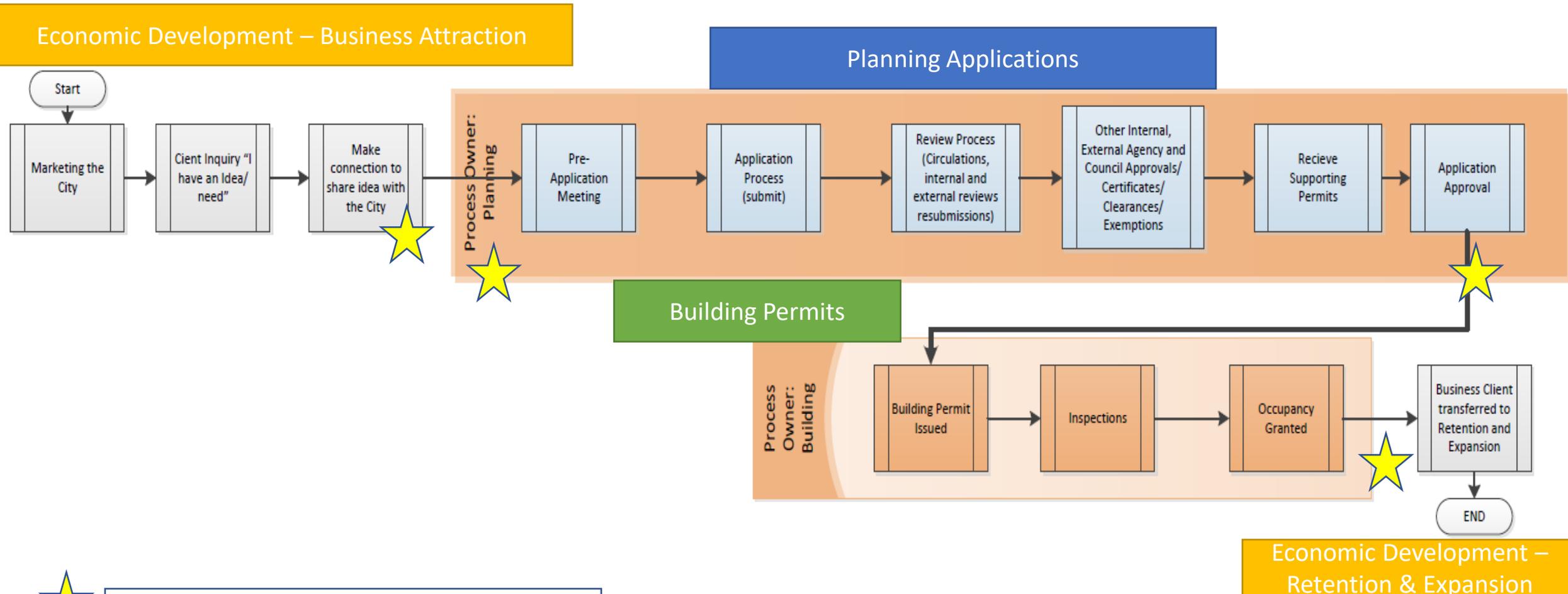
★ Key principles to operating as a team in the Business Development process are:

- ✓ Communication, keeping each other in the loop and aware of issues and escalations (Most Important Principle)
- ✓ Reinforcement of roles with all staff involved
- ✓ Solutions based approaches
- ✓ Teamwork and supportive approach – Determine what are the Win-Wins for all



Business Development Process

End to End Business Development Process & Touchpoints



Denotes hand-off from Mgr. CX-Business Development

Planning-BED-CX Workplan

Phase 1:

- Documented roles and responsibilities for various stages of the overall development process - COMPLETED

Phase 2:

- Planning, Burlington EcDev and CX to collaborate on ensuring customer experience is considered for development services process reviews and improvements

Business Development Process

Phase 2 – Quick Win

- ★ Following the feedback gathered from Roundtables held in July - Economic Development will work with CX and Planning to:
 1. Define customers and create personas for the Business Attraction or “Due Dilligence” stage of the End to End Business Development Process
 - Realtors
 - Owner/Developers



Map the Business Development Process

2. Map the customer's journey, validate pain points, identify opportunities to improve the experience and attract or keep business in Burlington

"Be more receptive to answering questions."

"I want to hear that my timing and cost issues matter to the City"

"I want to know that I once I start a project that I can get it done in the time that I promise my tenants"

"I don't want to lose deals due to my file sitting on a desk..."



How was my experience?



"I felt good about that"

Enjoyable

"I didn't have to work that hard."

Easy

"I accomplished my goal."

Met My Needs

Source: Manning and Bodine, 2012

Business Development Process

Phase 2:

NEXT STEPS

- ★ Community Planning will continue to assess its various business processes as part of their ongoing improvement initiatives to enhance overall customer experience. This will include:
 - Defining all customer types and needs;
 - Incorporating technology optimization;
 - Ensuring applicable data is captured;
 - Including CX and BEDC as stakeholders and partners;
 - Considering best practices from comparable municipalities; and
 - Responding to applicable and evolving legislation