



Governor's Office of Customer Service
FASTER. FRIENDLIER. EASIER.

December 2007

Team Georgia, you're in the driver's seat!



We've started our engines; now, Team Georgia is on the move with "Service in Action!" 2008 will be an important year in our journey to becoming the Best Customer Service State in the nation. To help us get there, the Office of Customer Service has created the "Roadmap to Success."

Monthly messages in 2008

We will highlight stops on the Roadmap in monthly messages beginning in January. Available to all state employees, managers and leadership, these messages will address key questions, update you on available resources and offer insights to point you in the right direction.

In addition, our newsletter and web site will continue to highlight your successes - send your stories to success@ocs.ga.gov!

Get out the map!

Colorful posters of the Roadmap are going up all over the state. Contact your Customer Service Champion to order posters or visit <http://team.georgia.gov> > Customer Service to download 8.5"x11" copies.

The Roadmap plots the key points each agency must reach:

- Starting with the customer
 - » *Look at your agency from the customer's point of view*
- Employee-led process improvement
 - » *Empower employees to make change*
- Supporting your Champions
 - » *Lead the way to better service*
- Executing your plans
- Statewide training
 - » *"The Art of Exceptional Customer Service" training program*
- Consistent communications
 - » *Share our success stories statewide*
- Improving call handling
- Keeping score through measurement
 - » *Customer Service Quality Index*
 - » *Employee Satisfaction Survey*
- Celebrating success
- Continuous improvement
 - » *Keep on going!*

Customer Service is coming to a T.V. set near you!



Tune in Dec. 30, 2007 at 1:30 p.m. and again on Dec. 31 at 7:00 p.m. to *Georgia's Business on Georgia*

Public Broadcasting for an exclusive interview with Chief Operating Officer Jim Lientz and OCS Director Joe Doyle. They will discuss customer service improvements in the state of Georgia.

Change Agents & Agencies



Coaching Customer Service!

The Georgia Department of Community Affairs (DCA) Commissioner and former football coach Mike Beatty believes teamwork is essential to providing great customer service. His team, in an agency comprised of more than 400 employees, can often be seen beginning their mornings in huddles to discuss "game day" customer service strategies. They even participate in group cheers to encourage teamwork.

This commitment to customer service should come as no surprise from the originator of the phrase "Team Georgia" and the ideas behind DCA's Signature Community Program and Communities of Opportunity Initiative.

Since Governor Perdue appointed him to serve as DCA Commissioner in May 2003, Beatty has worked diligently and creatively with his team to provide programs that help state communities realize their growth and development goals.

"We remain proud of DCA's focus on building communities, enabling economic development, promoting housing options and fostering sustainable development," said Beatty.

Service in Action: Going the EXTRA Mile

To help improve customer service at DCA, Mike Beatty and his team went the extra mile - literally! They traveled across the state to discuss DCA's Customer Service Improvement Plan with local citizens at town hall meetings.

- more -

More Stories on the Web! <http://team.georgia.gov> > Customer Service

Meet our Customer Service "Heroes"
Employees from Student Finance and GA Dome "wowed" their customers.

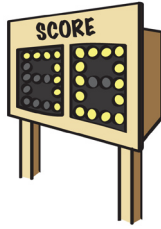
Read the December Message on Customer Service
First monthly message highlights Team Georgia's Roadmap to Success.

New Process Improvement section
Learn about Rapid Process Improvement, agency RPI results and RPI Champions.

Survey Says...

Keep score and be accountable

Team Georgia's first ever statewide customer and employee satisfaction scores were released in November. The scores highlight areas that need improvement based on the voice of the customer.



The Statewide Employee Workplace Quality Score is 72%. The number one driver of employee satisfaction is agency leadership, with other important drivers being rewards from the work itself and career development opportunities. These results confirm the strong correlation researchers know exists between customer satisfaction and employee satisfaction.

The surveys provide valuable baseline data for measuring individual agency performance against similar agencies. Statewide scores are based on communities of interest in the areas of Best Managed, Educated, Growing, Healthy, and Safe Georgia.

The statewide Customer Service Quality Score is 74%. (The industry average for customer satisfaction is 75%.) The final percentage is based on measurements of the five standards of service: courteous, helpful, accessible, responsive and knowledgeable. Courtesy scored the highest, and accessibility requires the most improvement.

More Than 100 Trainers Trained in the "Art of Exceptional Customer Service"

To ensure Georgia's citizens are receiving the best customer service in the nation, the Governor's Office of Customer Service has been providing free training in the "Art of Exceptional Customer Service."



Priscilla Walker from the Department of Revenue (DOR) recently commented about her training, "It refreshed my mind, the training made me more pleasing, helpful and kind to others."

Since the official rollout in May 2007, more than 100 individuals have been trained to teach the course and are now conducting workshops in their own agencies.

Here is what other participants from DOR are saying about the training:

- » "It has improved customer service within our agency as the call representatives are more focused on our core standards of Greet, Listen, Help, and Honor." - Howard Taylor

15 programs representing the breadth and depth of Georgia's customers and employees participated. Customers who used a specific service and the employees from that agency were surveyed.

The Georgia Service Quality Index (GSQI), which measures the quality of service provided, and the Workplace Quality Score, which measures employee satisfaction excluding pay and benefits issues, were used. Both instruments are research-based standard survey tools validated by a third party. They were developed with state agency input and were tested in several state programs before use.

- » "We needed the training in order to focus on areas that were most critical, and to perfect our strong points." - Latisha Griggs
- » "I believe the customer service training has helped reinforce good work habits, and delivered a clear picture of what is expected of employees." - Walt Adams

The next "Train the Trainer" class takes place on February 18-21, 2008. To register for this class, please contact your agency's Customer Service Champion.



Joyce Sandusky from Clayton State University and Charalaina Fort from DOR practice teaching customer service material during a recent "Train the Trainer" class.

Change Agent...(cont.)

"If you want to know what's happening, talk to the customer," said Beatty. "In a few minutes, you can find out what's working, what could be better and how local citizens think these issues should be addressed."

DCA also sought feedback from its customers by participating in the Georgia Service Quality Index (GSQI) survey developed by OCS and Georgia State University.

Listening to Georgia's Communities

In April 2007, Governor Sonny Perdue signed an Executive Order that launched the Communities of Opportunity (Co-Op) Initiative. DCA was the agency selected to administer Co-Op, which works closely with a number of public and private partners to determine community needs.

One purpose of Co-Op is to create a collaborative, locally-driven community development strategy focused on enhancing the economic growth of rural Georgia communities. The Co-Op team also provides a local assessment and follow-up discussions to determine focus areas.

Co-Op is an opportunity to communicate to local leaders. "Customer service says, 'let me help you,' but reminds the customer that they have a role too," said Beatty. "We are encouraged by the response from communities that see Co-Op as a customer-service oriented tool that can help them develop and drive the changes to make their communities better."

Celebrating 30 Years of Helping Customers Win!

The Department of Community Affairs recently celebrated 30 years of customer service to Georgia's citizens.

"As we prepare for DCA's next 30 years, the implementation and incorporation of strong customer service principles has energized our staff to be customer service champs in everything they do," said Beatty. "DCA's energy is contagious. Our folks are great and I am honored to work with them. DCA is committed to becoming a better agency every day."

Governor's Office of Customer Service

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