



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

February 2008

"Service in Action" is Off to a Great Start in 2008!



Governor Perdue meets the 45 commendation recipients. To see the entire photo go to <http://team.georgia.gov>.

Governor's Commendation event

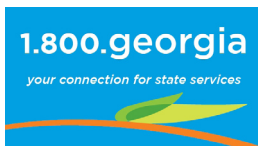
The Governor's Commendation Event provides an opportunity for employees to be recognized publicly for their exceptional customer service efforts. Senator Eric Johnson was among the presenters at the event. His presence was an encouraging example of how the leadership of our state is taking time to honor their employees.

The Governor's Commendation recognizes state employees who go above and beyond their normal job activities to provide exceptional service to Georgia's citizens. This award is presented monthly and nominations are accepted anytime. **Nominate someone today at <http://team.georgia.gov>.**

1.800.georgia raises the standard for call centers

Since opening in January, 1.800.georgia has provided exceptional service to

connect Georgians to the correct state services when they don't know who to call. A recent survey shows a **93% satisfaction rating** for all calls coming through 1.800.georgia. Call today and experience a faster, friendlier and easier way to connect to state services.



Viva Las Vegas! Customer Service hits the jackpot!

Georgia's unique enterprise-wide contact center solution was recognized at Nortel's global sales conference, held in Las Vegas, Nevada. OCS was on the forefront of Nortel's future initiatives.

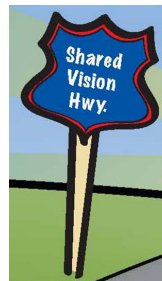
"What the state of Georgia is doing is visionary," said Mike Zafirovski, chief executive officer, Nortel.

"The benefits to the citizens are enormous," added Zafirovski. "As Nortel grows this business globally, we fully intend to use Georgia and their process improvement initiative as an example of how hosted contact centers can and should be done."

To view the OCS video shown during the Nortel sales conference go to <http://team.georgia.gov>.

DOT welcomes seven new district Customer Service Champions

The successes taking place across the state with Customer Service could not be accomplished without the hard work of Customer Service Champions. They provide assistance to their agencies as they manage and guide customer service improvements.



Champion Ellis Woodall has built a customer service team at DOT by naming customer service champions in seven district offices across the state:

- Judy Ann Barrett (Gainesville)
- Judy Smith (Tennille)
- Cindy Bennett (Thomaston)
- Barbara K. Thomas (Tifton)
- Margie Sloan (Jesup)
- Jennifer Bramlett (Cartersville)
- Cindy Naterman (Chamblee)

Welcome to the team!

Change Agents & Agencies



Dan Graveline: Hospitality says Customer Service!

"The hospitality industry and dedication to customer service really go hand-in-hand," said Dan Graveline, executive director of the Georgia World Congress Center Authority, which operates the nation's fourth largest convention center, the Georgia Dome and Centennial Olympic Park.

"You know, our mission statement really says it all," Graveline explained. "The customer really is the focus of everything we do and it has been the key to our success for the past three decades."

Staying on top

The Georgia convention center has long been one of the best centers in the country and in the 1990s was recognized as being the "most booked" center in the nation. In the past decade, competition has become fierce, and Graveline recognized the need to raise the bar on customer service.

"Our number one priority has to be customer satisfaction if we are to continue our success during these competitive times," he said. "Our customers have a choice of where they want to hold their conventions or trade shows. They don't have to come to the GWCCA or even to Georgia, so it is imperative we do everything we can do to ensure we exceed all expectations and maintain our reputation as a top convention facility."

Continuous Customer Service Training

In the past few years, several initiatives have been implemented on the 200-acre campus to ensure the Georgia-owned facility maintains its excellent reputation.

DFCS Medicaid Steps Up to the RPI Challenge!



Ted Bibbes (far left) from OCS and Bill Ritsch (far right) from Georgia Tech helped guide Clayton County DFCS through their RPI. The Clayton County team was able to develop a same-day determination process for applicant eligibility.

The Rapid Process Improvement (RPI) program helps agencies and their employees discover ways to improve upon established processes in order to provide exceptional customer service to Georgia's citizens.

The results from RPI events conducted in four Department of Family and Child Services (DFCS) Medicaid offices will begin rolling out statewide this year. The initial results show that the improved services will ensure that the right people are receiving the correct benefits in a faster, friendlier and easier manner.

DFCS Medicaid sees a positive change

Implementing anything new brings challenges that can often accompany change. RPI Champion Gwendora Bailey knows firsthand how difficult change can be.



Kathy East of Henry County DFCS

"Both employees and clients become accustomed to a certain procedure, even if that procedure carries with it wasted time and resources," said Bailey.

"That is one important opportunity offered by participating in the RPI program. It is an employee-driven strategy to streamline our service delivery systems."

Mona Castile shared a similar sentiment when the RPI first began in her Spalding County office. "I was skeptical at first, but now after seeing the results and that it is improving the lives of our

Medicaid clients I am grateful for the opportunity to participate."

Loving the results

One employee noticing the difference is Kathy East. Her work with Henry County DFCS involves processing applications that determine who is eligible to receive Medicaid benefits. One impressive change she has seen is the creation of an improved standardized notification letter that is now sent to all Medicaid recipients.

"The letter explains very simply how to fill out the necessary paperwork before sending in Medicaid review forms," said East. "This has helped eliminate backlogging of applications and reduced the amount of re-work that was once a common aspect of the job. I love my job even more now!"

A few of the initial results

- » Same-day determination developed for applicant eligibility
- » 73% reduction in the processing time for new applicants
- » 40% reduction in redundant work related to application reviews
- » Reduced case backlog in pilot office from 86 cases pending (October to November) to 0 cases pending (November to December)

Looking ahead

The impact RPI is having on state agencies is tremendous. It is helping agencies make beneficial improvements that will provide greater customer service to Georgia's citizens.

"We hope other agencies will look at our results and get on board with the RPI program," said Castile. "It has been instrumental in changing the service at DFCS Medicaid. I look forward to continuing to improve upon the great work that has already been established."

Change Agent...(cont.)

A series of customer service workshops for staff – from executives to front-line personnel – was launched. Team brainstorming sessions resulted in 2003's "Fast and Friendly" program, a concept that fits the state's current tagline "Faster. Friendlier. Easier."

"Critical to the success of our customer service programs is programming for our staff that both educates and inspires them to provide the best customer service possible," said Graveline.

Recognizing those who serve

"Excellence – Everyday. Everyone. Everything." is known around the GWCCA campus simply as "E." The program offers "E" awards and recognition to staff for going above and beyond in their everyday responsibilities. The E-team, composed of employees from all three venues, works to promote the concept and ensure recognition of outstanding job performance.

"Recognition is important because it reinforces the very values that are core to our customer-based culture," said Graveline. "And I am very proud of how much people embrace that philosophy. Simply put, a satisfied customer really motivates us."

Empowering employees to share their "Bright Ideas"

The 500-plus full-time employees are also motivated to help improve the process of delivering outstanding service. Four years ago, the "Bright Idea" program was launched. It provides an avenue for personnel to suggest changes in operations that improve both service and productivity.

To date, more than 400 ideas have been submitted and 35 implemented. "That interest really illustrates how engaged our team is," said Graveline, "and that is incredibly satisfying."

The existing programs at the GWCCA fold right into the Governor's Customer Service initiative. 'Service in Action' is a great philosophy, and our team is excited to be on the state's road to success," said Graveline. "We are excited at the synergy being created by the state's program, and we are looking forward to 30 more years as a leader in our industry and a leader in the customer service culture," said Graveline.

Governor's Office of Customer Service

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