

November 2006

**Team Georgia. Ready to Serve the World.**



A delegation of police officers from Israel in front of Stone Mountain. They visited the Park as part of a law enforcement exchange program that includes several Georgia agencies, including SMMA.

**Stone Mountain Welcomes Guests From Around the Globe**

The Stone Mountain Memorial Association (SMMA) is responsible for Georgia's Stone Mountain Park. In 2005, an estimated 22,000 park guests visited from outside the United States.

While a private corporation manages all commercial operations in the Park, SMMA maintains all public areas, including streets, sidewalks, and picnic areas. SMMA provides all public safety services, such as police, fire, and emergency medical first response.

SMMA welcomes visitors each day at the Confederate Hall Historical and Environmental Education Center, where a visitor information desk is located to assist guests.



From left: SMMA CEO Curtis Branscome and Environmental Education Supervisor Kerrie Anne Lloyd presented Estelle Hendrickson with a customer service award for consistent excellence in serving the Center's visitors.



Economic Development international representative Yumiko Nakazono fields customer calls in the Tokyo office.

**Dept. of Economic Development: Reaching Customers Near and Far**

Today, in the 21st century, borders extend far beyond traditional boundaries. As a result, Georgia's customers come from all corners of the world.

Department of Economic Development Commissioner Craig Lesser notes that "it is essential to consider the global context of what we do." Economic Development works with customers big and small, from vacationing families visiting Georgia to international corporations looking to do business in the state.

In order to further Georgia's global reach, Economic Development operates ten international offices, with an eleventh opening in Beijing, China, in 2007.

**Call to Action**

**Shared Standards of Service**

What does excellent customer service look like in state government? While we have many different jobs, there are certain qualities our customers can expect from every one of us. Agency Customer Service Champions have defined the following shared standards of service for all state employees and will introduce them in the next months.

- ♦ **GREET** your customers promptly and courteously.
- ♦ **LISTEN** and verify your understanding of the customer's needs.
- ♦ **HELP** customers with your answers and actions.
- ♦ **HONOR** your commitments in a timely manner.

**Knowledge Base Grows**

The development phase for the state's first-ever knowledge base is nearly completed. Agencies are asked to validate telephone numbers linked to services. Key words describing these services and the three most frequently asked questions are also provided.

Phase I began October 4 with Office of Customer Service (OCS) data collection staff contacting 41 agencies and offices. As of November 1, 93% were complete, and 90% were validated complete. Three agencies have yet to submit their data.

Phase II began October 18 with the remaining 81 agencies and offices contacted. 50% completion is expected by November 15, with 100% completion projected for December 22. When completed, the knowledge base will serve as the foundation for the future General Information Center (GIC).

## New Job Classifications For All Call Centers

A career track for call center agents has been established through creation of four new positions by the Georgia Merit System. Customer Service Representatives I, II, and III, and a Customer Service Supervisor are now available as statewide common jobs for use by multiple agencies that operate call centers.

This new job classification is a result of an initiative by the Call Center Solutions Team, a group of experienced state call center managers from eleven agencies. Supported by the Office of Customer Service, this group has been working together for almost a year focusing on issues that cut across state agency call centers. The need for job descriptions that match specific call center skills is part of their work to improve staffing and recruitment.

An estimated 1,000 positions exist in call centers, although they have many different titles.

"It is necessary to align job titles to match the customer service industry. This allows the state to attract the right people to do the right work and continue to provide the best customer service in the nation," said DFCS Call Center Director Erica Cockfield.

Job Title	Job Level
Customer Service Representative I	Entry/trainee
Customer Service Representative II	Working
Customer Service Representative III	Advanced/lead
Customer Service Supervisor	Supervisor



**FASTER. FRIENDLIER. EASIER.**

**Georgia will have the BEST customer service of any state in the nation**

**Governor's Office of Customer Service**  
404-463-5914

Jerri Cloud, *Director of Communications*  
Cassie Yoder, *Communications Intern*

**<http://team.georgia.gov>**

## Call Centers (cont.)

The new Customer Service job titles will allow the hiring agency to clearly identify the skills required for employment in a call center and to align them with the statewide expectations for customer-focused service. The new titles will help managers focus on key call center performance measures in selection, training, and evaluation of employees.



The Governor's message was delivered to employees of 42 state agencies and 35 campuses of the University System of Georgia.

## Governor's Message To Employees

Governor Perdue delivered a customer service message to employees of 42 executive agencies and 35 University System campuses between October 3 and 11. The e-mail included a link to a landing page featuring a letter and video message from the Governor. He encouraged employees to follow four behavior standards in serving Georgia's customers (see front page).

Results of the campaign were excellent. 40% of the e-mails were opened, exceeding the industry standard of 25%. Of these, 30% clicked through to the landing page and viewed the Governor's message. Those wanting to learn more about the Customer Service Initiative were directed to the Team Georgia site and Customer Service page.

OCS and Team Georgia Connection staff are working to address any technical issues that affected delivery. The new unified e-mail address book will help ensure all employees with e-mail access receive these messages. Stay tuned for more e-mails from the Governor throughout the year.

## GWCC Exceeds Customer Expectations

The Georgia World Congress Center Authority is committed to excellence in all things—especially customer service. A "campus" comprised of the Georgia World Congress Center (GWCC), the Georgia Dome, and Centennial Olympic Park, the Authority serves thousands of customers daily from across the state, the nation, and the world.

In the past year, the GWCC alone has held events attended by 1.3 million people. More than 800,000 were from outside Georgia.



The GWCC recently welcomed an international conference of 25,000 neuroscientists. One attendee purchased a piggy bank (pictured, left) in the gift shop. Once back home in Japan, she was disappointed to find it had been broken during shipping.

The customer e-mailed Patsie Rand, Director of Sales & Marketing, to ask about purchasing a replacement. Rand not only sent a complimentary replacement piggy bank, she had it shipped directly to the customer's sister in Japan.

"I am deeply grateful to you for your gift," wrote the satisfied customer. "Thank you!"

During the National Black MBA Association Conference in late September, organizers of an early-morning VIP panel discussion realized too late that they needed to hire a photographer.



Georgia World Congress Center employee Joel Price at his work bench. He is one of many full- and part-time staff who make the GWCC one of Georgia's fastest, friendliest, and easiest places to visit.

"Joel Price of the Engineering/Technical Services staff heard of their predicament and offered to bring in his own professional equipment and shoot the meeting," said Paul Carpenter, the Engineering Department's General Supervisor of Technical Services.

When offered payment, Price asked that the money be donated to charity instead.