

Customer Satisfaction ↔ Employee Satisfaction



Customer Lorie Davis (left), a recent graduate of South University in Savannah, is assisted by receptionist Mary Harris while applying for her first Anesthesiologist Assistant's license at the Composite State Board of Medical Examiners office in downtown Atlanta.

15 state programs surveyed

The physicians and health care professionals seeking licensure from the Composite State Board of Medical Examiners have been asked to rate their customer service experience. So have the customers of 14 other state programs, including students enrolling at Athens Tech, local government officials, law enforcement officers and the internal customers of OPB, SPA and GBA.

More than 13,000 customer satisfaction surveys were delivered September 10. In addition, almost 3,000 surveys were emailed to the employees who serve the customers being surveyed. These employees were asked to describe satisfaction with their workplace.

Standard tools used

The standard statewide survey tools being used are the Georgia Service Quality Index (GSQI) for customer satisfaction and the Workplace Satisfaction Index (WSI) for employee satisfaction. The instruments have already been piloted with state agencies and are now being deployed in programs with a broad range of customers.

The surveys were developed by the Public Performance and Management Group at Georgia State University. Their research team will gather and analyze the surveys' data, ensuring international standards of confidentiality and third-party review.

GSU lead researcher Dr. Chris Lewis says customer and employee satisfaction matter to Georgia. "Highly satisfied customers place more trust in government, and they are more likely to cooperate with and support government," said Lewis. "Highly satisfied employees tend to have a lower rate of absenteeism, are less likely to quit, help attract others to state government and may even increase customers' satisfaction."

Statewide numbers

The surveys' results, available in November, will provide statewide baseline data for gauging customer and employee satisfaction, as well as the relationship between the two. This relationship is frequently cited by researchers as key. Results will also provide direction on how to become the best customer service state and the best place to work.

Call to Action



Serving Honorably

The fourth and final in our series of customer service standards is service with honor and timeliness. In many ways, the customer service experience culminates with "HONOR."

We all know people who we can always trust to get the job done right. What do they do to honor commitments in a timely manner? How can we adopt their special qualities?

Participants in "The Art of Exceptional Customer Service" training are talking about these "honorable" tips:

Determine the course of solution.

Once you have diagnosed the need, look for the best way to serve the customer. Be creative, and always be customer-focused.

Get customer confirmation. Let him or her know how you want to proceed, and get agreement or clarification. This keeps the customer "in the loop" and comfortable with the solution.

Provide a timeline. Customers want to know when to expect a resolution. This also demonstrates the extent you are willing to go to help!

Do what you say you will do when you say you will do it. Exceptional customer service is all about timely resolution, follow-up and follow-through. Be proactive, and be personally responsible for your customer's needs.

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

More about measuring service quality and workplace satisfaction
Including the full list of customer groups and state programs surveyed

"Anytime" recognition opportunities for exceptional customer service
Nomination forms for Governor's Commendations & Customer Service Heroes

DCH asks: What do customers want in a website?

The Department of Community Health (DCH) is incorporating customer input from the ground up in a new Web site supporting the Governor's Health Information Technology and Transparency (HITT) initiative.

"Health transparency centers on improving access to good health care information," explains DCH Transparency Project Manager Diane Manheim. "With the information about the quality and costs of health care services provided to them on the website, Georgians will be able to make better health decisions."

Interested citizens and state legislators in seven Georgia cities took part in small-group discussions and demonstrations in June. They talked about what a

Top Tips For a Customer-Friendly Website	
Unfriendly	Friendly
Requiring a password	Multiple ways to get information
> 3 clicks to get what you want	Easy to navigate
Difficult language/small font size	Clear language/readable font size
Too much text	Clean design with white space
Pop-ups, cookies & advertising	Printer-ready information

consumer-oriented health website should look like, what information it should contain and how it should be displayed. DCH has included this input in a Request for Proposal for a vendor to build the site. Once the site is developed, the agency plans to involve the public further in user-acceptance tests and satisfaction surveys.

"I am excited about the public input we have gained from our sessions so far across the state," said DCH Commissioner Dr. Rhonda Medows. "The HITT website will be about the public from start to finish. Customers will find it useful in their health decision-making, and 'faster, friendlier, easier' will be integral to its success."

"Nanny" champions the courteous commute at GRTA

The Georgia Regional Transportation Authority (GRTA) is a relative newcomer to Governor Perdue's customer service initiative, but its continuous commitment to customer service is nothing new. GRTA's main customers are the thousands of metro Atlanta commuters who ride GRTA-operated Xpress buses every day.



Champion Robert Alexander, GRTA's customer development director, has been answering Xpress riders' emails since July 2004. Alexander created an email list named the XpressList as a way to communicate quickly with Xpress bus riders. Customers sign up to receive the XpressList, which sends occasional announcements about new bus routes, temporary re-routing, weather alerts and service interruptions.



Alexander invented the Xpress Nanny to gently remind riders of simple courtesies, like keeping cell phone conversations quiet or not putting bags in empty seats. Nanny quickly became a favorite of Xpress List readers. Last December,

GRTA held a contest inviting riders to "Draw the Nanny." The winning image (pictured) will be used in future Xpress handouts.

Wanda Van Zandt, public relations specialist with the external affairs division, created the "Friday Flyer" email in January of this year as a supplement to XpressList mailings. The bulk of the "Friday Flyer" consists of comments and concerns emailed from riders, serving as a public voice for Xpress bus customers.

Xpress bus drivers also do their part to provide the highest level of customer service. An email from one rider said: "GRTA has some awesome drivers. Thanks for choosing caring drivers. Brian, bus driver for route 440, is OUTSTANDING."

Call to Action...(cont.)

Dept. of Public Safety: 70 Years of HONOR



*Sergeant Anthony Hudson
Motor Carrier Compliance Division
Nine years of state service*

Dept. of Public Safety (DPS) Commissioner Colonel Bill Hitchens reflects on serving honorably at DPS:

"DPS celebrated its 70th anniversary in March 2007. HONOR has been a critical part of our history and culture. When duty calls, our Troopers, Motor Carrier Compliance Officers and Capitol Police Officers have answered faithfully and professionally.

"Whether it was a high-profile detail such as the G8 Summit that attracted the world spotlight or assisting a stranded motorist on a lonely road in the middle of the night, DPS members have made a difference and saved lives.

"We will never forget the 26 men who have made the ultimate sacrifice in the line of duty. We mourn their loss and are grateful for the legacy they left.

"The citizens of Georgia can be assured that when duty calls, regardless of the situation, the members of the Department of Public Safety will be there to honor our commitment to them and the state of Georgia."

Calling all trainers!

We still have seats for **October 22-25 "Train-the-Trainer"** classes for "The Art of Exceptional Customer Service" statewide training program.

Agencies who have not already sent two trainers through the program are encouraged to participate. Contact your Champion for details.

Classes will be held at the Capitol Education Center in downtown Atlanta. For registration information, contact Linda Hensel at lhensel@ocs.ga.gov.

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