



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

September 2008

The Governor's Customer Service Awards Are Back!



Excitement is building as Governor Perdue prepares to recognize 16 individuals and teams at his Second Annual Customer Service Awards ceremony on October 8.

The awards are presented once a year to the very best state employees and teams that continue to raise the standard for excellent customer service practices in Georgia.

This year, the Governor's Office of Customer Service received an impressive **636 nominations** from **49 agencies**—all highlighting the superb work of Team Georgia.

Look for the October issue of the Customer Service newsletter for a complete list of winners and highlights from the event.



Governor Perdue stands with recipients of the 2007 Governor's Customer Service Awards. Employees were honored for their commitment to provide the best customer service in the state.

OCSS Receives National Award for Service

The Office of Child Support Services (OCSS) was honored with a **Commissioner's Award for Consistent Exemplary Customer Service** at the 18th National Child Support Enforcement training conference in Washington, D.C.

A recognized trendsetter

"One component of the OCSS vision is to be recognized as a national trendsetter for best practices," said Lecretia Johnson, contact center director, who accepted the award on behalf of OCSS.



Rosa Josey, a Customer Service Specialist, is one of many employees raising the standard for customer service at OCSS.

A team effort

Having already expanded its call center to offer statewide service, OCSS plans to continue improving business practices and service to customers by:

- » Increasing the number of cases with support orders
- » Increasing the amount of current support paid
- » Increasing the amount of child support arrears paid
- » Reducing the number of cases on which the non-custodial parent has not been located

A change in business

"At OCSS, we are changing the way we do business—and the result is better service," continued Johnson.

"To be selected from among the 50 states as providing exemplary customer service is a tremendous honor and a first for Georgia's OCSS."

"We are proud to play an integral part in helping the Governor achieve his vision of Georgia being the best managed state in the nation."

Change Agents & Agencies



Jim Lientz:
"Service quality is free."

In a special interview, Georgia's Chief Operating Officer, Jim Lientz, discusses customer service and what he finds encouraging about being a member of Team Georgia.

What do you hear the leadership of the state saying about customer service?

I frequently receive emails and hear stories about customer service heroes. All this tells me that customer service is becoming embedded into the culture of state government, which is very exciting.

The truth, also, is that we are not perfect yet; we must relentlessly remind ourselves how easy it is to take your eyes off providing good customer service—it can be easy sometimes to lose focus—but we must stay consistent.

How do you make customer service a priority?

Customer service is on the agenda of every one of my meetings with agency heads. I can't stress enough how important it is to keep a constant focus on customer service.

To put this in perspective, there are state agencies that have a 50-year history, and the customer service initiative is only three years old. I want to help the leadership continue to realize this is a priority; this is truly a culture change.

I also find it helpful to remember who's paying for state services—the citizens and taxpayers. Because of this, we are held to a higher standard, and our customers deserve to get their money's worth.

Motor Vehicles Division Drives Ahead with RPI



Left to Right: Rose Harden, Margaret Thomas, Alfreda Robinson, Gaytonia Flowers, Glenda Coats, Jazmine Bradford, Channing Purdie, Charalaina Fort, Robert Worle

The RPI Team from DOR-MVD has reported dramatic improvements in service since partnering with the RPI program. Their efforts have reduced wait times and improved delivery of service to the counties and citizens of Georgia.

Rapid Process Improvement (RPI) continues to assist state agencies as they work to bring *Faster, Friendlier and Easier* service to Georgia's citizens.

Having already helped many agencies achieve successful improvements across the state, the RPI program is now helping the Department of Revenue, Motor Vehicles Division (DOR-MVD) bring quicker service to its customers.

Improving service delivery

With an overall goal to improve delivery of service to the counties and citizens of Georgia, the DOR-MVD is off to an impressive start.

By reducing the time and effort required to process documents, the

DOR-MVD staff has already piloted improvements with exciting results.

Exceeding expectations

One goal is to reduce the overall lead time (the time required to completely process documents received) from 31 days to 15 days.

After the initial pilot, the RPI team has exceeded expectations by reducing the overall lead time from 31 days to just 6 days.

In addition, DOR-MVD is also reporting that the cycle time (the average number of minutes needed to process a single document) has seen a two-thirds reduction in process time since implementing the pilot.

Change Agent...(cont.)

What is one of your favorite customer service success stories?

I would have to say the Dept. of Driver Services. The staff committed to Governor Perdue's vision for customer service, and the entire organization worked on good customer service until it became part of the culture and how they do business.

I'm also proud of other successes. At the Dept. of Revenue, taxpayers can now get answers to questions more quickly. Also, Child Support is now delivering same-day service just by changing processes—that's a key success too.

Georgia was recently awarded a B+ by the Pew Center for the States, which is up from a B in 2007. Can you tell us about the role of customer service in improving this score?

Customer service crosses all lines when it comes to successful management. It absolutely played a role in determining our grade; it is what helps maintain stability. There is a cause and effect with customer service and it will help put us into the A category next time.

Everyone is aware that state government is facing a tight budget. What message would you give to employees?

Customer service is something we can provide and should continue to provide during this time. We have worked too hard and for too long to now back off from providing good service. Service quality is free; it costs nothing to be friendlier or faster.

I trust the leadership to communicate that customer service is not off the table. It is the right thing to do, and I am gratified by the enthusiasm I see in state culture now and the focus on serving the customer.

What do you enjoy most about promoting customer service?

Again, it is the right thing to do. It is energizing to witness the enthusiasm that comes through providing good customer service.

I have also enjoyed contributing to the integration of customer service into the state culture and helping make it part of Georgia's DNA.

Georgia.gov Ranked Second in the Nation!



Thanks to new features implemented by the Georgia Technology Authority (GTA), Georgia's online presence has steadily improved over the past few years to provide citizens with easier access to state government.

This month, the Brookings Institution, an independent research and policy institute, ranked Georgia's state government online presence second in the nation—an impressive jump from 13th in 2007. Previously, in 2006, Georgia was ranked 38th in the nation.

New features on Georgia.gov

- » Foreign language translation and disability access
- » Improved privacy and security
- » Easier access to contact information
- » More publications and databases
- » Multimedia offerings
- » Redesigned web sites—including a new site for Governor Perdue

Significant progress

"Providing our citizens information that is useful and easy to access is an important part of improving customer service within state government," said Gov. Sonny Perdue.

"We have made significant progress in such a short period of time, and we will continue to look for ways to improve the availability of government services through technology."

Governor's Office of Customer Service

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