

Agencies Rollout Customer Service In Unique Ways

Department of Community Health: A Multi-stage Approach

Department of Community Health Champion Iris McIlvaine saw her agency's customer service rollout not as a duty, but as an opportunity.

For the Department of Community Health (DCH), the best way to engage employees was not with a single event, but with a multi-stage approach occurring over a ten-day period.

It began August 23 with an "Educational Kickoff" and DCH Commissioner Rhonda Medows reiterating her message that "Everyone is our customer."

In the week between the "Educational Kickoff" and the "Final Kickoff" August 31, six teams of DCH employees formed to create and act in skits about customer service. The skits were entitled: *The Clinic*, *McDuffie's Blues*, *Who Cares for Peaches?*, *The Medicaid Zone*, *The Good, the Bad and the Ugly*, and *Team CHSS is on the Case*.

"They were without a doubt all very original and very funny. We had everything from superheroes in capes saving the day (*Team CHSS*) to a spin-off of the *Twilight Zone*. One group dramatized the proverbial wrong call scenario with someone confusing PeachCare with caring for peaches from the trees," McIlvaine said.

Skits were available for view on the DCH intranet so employees could vote for awards such as "Best Skit" and "Best Actor." Each winner got to give a thank you speech, as well as tell a personal story about customer service at the August 31 "Final Kickoff" event.

"I am still hearing how much the employees enjoyed themselves, how it brought folks out of the woodwork who hadn't worked with each other in years and how much it boosted morale," said McIlvaine.



Department of Juvenile Justice: A Representative Event

Commissioner Albert Murray (above) brought his leadership team together to emphasize making the Department of Juvenile Justice (DJJ) faster, friendlier, and easier. Agency leadership and field staff representatives are charged with delivering the Governor's and the agency's customer service message to more than 3,500 employees. Reaching over 59,000 youths annually, DJJ manages programs and facilities throughout the state.

"I don't feel we as juvenile justice professionals can do our job effectively unless customer service is a top priority," said Commissioner Murray. "That's the level our customers deserve; nothing less than the highest level possible."

Georgia Public Safety Training Center: Bringing the Entire Team Together



GPSTC Assistant Director Bob Sanderson (above) spoke to 180 staff members on Saturday, August 12. He shared video clips, customer service comments, and an overview of the agency's customer service plan.

Call to Action

Knowledge Base Development

In the next 3 months, agencies will have the opportunity to participate in the construction of the first-ever database of state government services and phone numbers.

The Office of Customer Service (OCS) is leading the development of this database to serve as the knowledge base for the General Information Center (GIC), a first call center which will provide Georgians with a single point of access for all state government services.

In partnership with Team Georgia (GTA), a web-based tool for validation of telephone numbers linked to state services has been created. In addition, fields for key words and frequently-asked questions have been added to complete the knowledge base.

Agencies will validate the existing information; identify the key words associated with each program or service; and list three frequently-asked questions and answers. Agencies are being asked to consider services from the customer's point of view so that citizen phone calls can be directed quickly and accurately to the proper office for a response.

A data collection team from OCS will be working directly with state agencies. The Georgia Department of Transportation (DOT) is already testing the effectiveness of the data collection tool.

The knowledge base will initially be used by the GTA Directory Assistance agents to test the ease of use and accuracy of the data. When validated, the knowledge base web site will be available through Team Georgia. Ultimately the public will also be able to access this information.

Recognizing Customer Service Heroes



Department of Revenue

Commended by a citizen who appreciated their exemplary customer service, Department of Revenue employees Kelli Womack, Program Manager (above left) and Deloria Howard, Claims Examiner, work in the Unclaimed Property Section of the Local Government Services Division.

Womack and Howard acknowledged that it takes team work to help Georgians with their property claims. They are proud to be part of "Team Georgia. Ready to Serve."



Top: Rosa Josey helps client Roger Jackson at the OCSS offices.

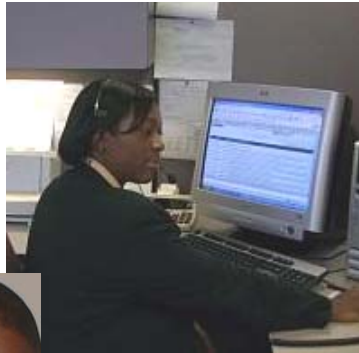
Governor's Office of Constituent Services Applauds DHR Staffers

The Governor's Office of Constituent Services appreciates extraordinary customer service. They are on the front line of customer questions, as citizens frequently call the Governor's Office for information and help.

Complex or difficult situations often end up on the desk of Peggy Sorrells. She relies on the Office of Child Support Services (OCSS), part of the Department of Human Resources (DHR), to provide assistance. The entire team—Sandy Keating, Rosa Josey, Delores Hill, Erica Thornton, Dona Gray, and Director Cindy Moss—is engaged in providing the best customer service possible.

"Everyone in Child Support Services does a great job and I know how difficult and unappreciated their jobs may be at times," says Sorrells. "Recently Erica and Rosa handled cases that were time consuming, but they followed through to provide assistance to our office and to these people."

Below: Erica Thornton of OCSS assists a client over the telephone.



Left: Paul Gourdine is just one of the employees who is part of the team approach at Vital Records.

When a citizen calls with an unusual or unique vital records request, Katie Rozar of Constituent Services knows Acting Supervisor for Legal Services Paul Gourdine and his team will provide a level of service that goes above and beyond.

Rozar says Gourdine "moves through units, so I sometimes get voicemail or use the paging option, but he is phenomenal about calling back." He uses a team approach to "make things happen" at Vital Records, a part of DHR's Division of Public Health.



The above image may have arrived in your inbox this month if your agency was one of the 7 piloting an e-mail "blast" to state employees. The link activates a video message from Governor Perdue and provides details about customer service goals.

Listen to the Customer

A pilot project for surveying customer satisfaction using similar measures across state programs begins November 1.

The Office of Customer Service (OCS) is working to create a statewide report card of government services. One key indicator is customer satisfaction, measured by certain common standards across programs and agencies.

OCS is developing and testing such an instrument for gauging customer service in partnership with faculty and researchers from the Andrew Young School of Policy Studies at Georgia State University.

The customer satisfaction survey instrument will consist of a set of questions intended for future use across multiple state agencies and programs.

The instrument itself and the survey process will be piloted with 5 programs: Department of Driver Services, the Division of Child Support Services of DHR, Employee Retirement System, a business program of the Department of Revenue, and the Student Finance Commission.



Department of Revenue employee Darcy Pyle confers with Deon Locklin, a Georgia State University researcher, at a recent meeting.

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**Governor's Office of Customer Service
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