

Building & Sustaining a Customer Service Culture

Enterprise Leadership 2013-

Team 2:

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Problem Statement

- ❑ Meeting Customer Service expectations in State Government is the most common and important enterprise mission.
- ❑ The nature of the interface between our Customer and our Service provide opportunities to succeed or fail-indefinitely.
- ❑ Does Wisconsin State Government have a Customer Service excellence infrastructure in place that can build and sustain Quality Customer Service?

Project Charter-Agile

- **Vision:** There is tremendous opportunity for State government to better meet the public's changing customer service expectations.
- **Mission:** Build and sustain an enterprise customer service culture through practice, training and professional development.
- **Success Criteria:** Cabinet level acceptance of further research and project implementation

Definition



Customer Service

Internal

External

Oral

Written



Knowledgeable



Friendly



Professional



Areas of Focus

- Expectations
- Performance Measurement
 - Individual
 - Agency
 - Enterprise
- Training and Development
- Sustainability

Foundations

State agencies with
customer service
training modules:

- DOR
- DCF
- DWD
- Tourism

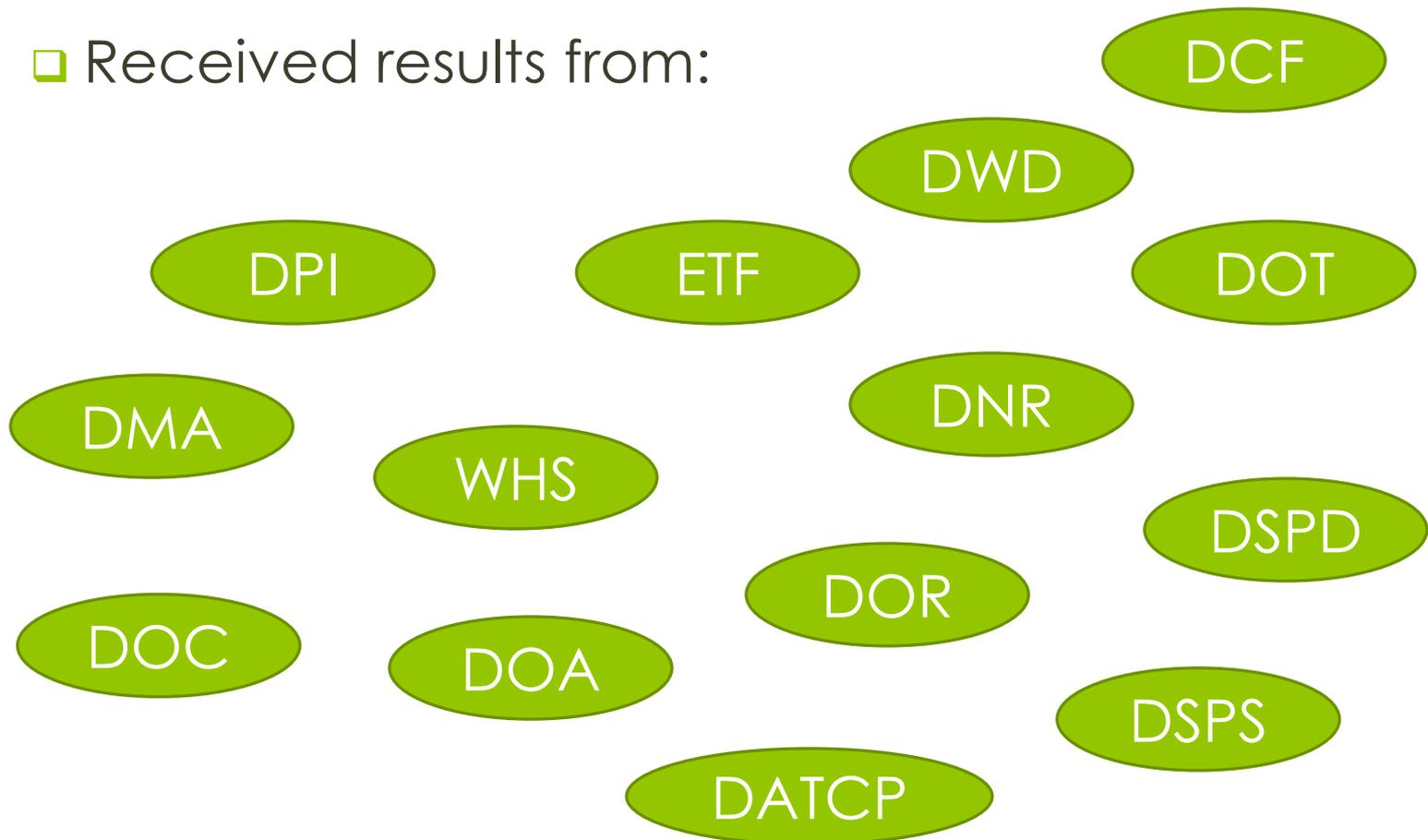


Measuring Current Practices



State Agency Survey

Received results from:



Building & Sustaining a Customer Service Culture

- ❑ 78.6% of agencies surveyed include customer service as part of their mission statement.

To develop and deliver quality benefits and services to our customers while safeguarding the integrity of the Trust.

Being responsive and sensitive to victims, victims' families and a diverse community

Provide excellent customer service

Always Ready, Always There. The mission of the Wisconsin National Guard is to provide fully capable citizen soldiers and citizen airmen prepared to deploy anywhere, any time, to support community, state and federal missions.

Dedicated people creating transportation solutions through **innovation and exceptional service.**

Create an agency-wide system to **measure customer satisfaction** post transaction based on DNR's elements of customer service. System needs to include options for customers to contact DNR on their own and for DNR to directly reach out to customers.

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- 81.8% of agencies surveyed include customer service in performance expectations.

Timely, Responsive & Informative

Listens and responds effectively to customer questions, resolves customer problems to the customer's satisfaction, respects all internal and external customers, follows up to evaluate customer satisfaction and commits to exceeding customer expectations.

Considers the perspective of both internal and external customers; applies knowledge and skills to the individual circumstances of each customer or customer group; **understands the customer's business, needs and expectations.**

Provides value to stake holders (internal and external) by effectively responding to their needs. **Makes excellent customer service a top priority and constantly seeks to improve customer service.** Acts as a good listener and is responsive to changes in what customers want and need. Delivers on promises made to customers and follows up appropriately.

1. Demonstrates an **understanding of appropriate interaction** with all customers
2. Provides timely, thorough and informative responses to all customers
3. **Anticipates and meets customer needs**
4. Creates **positive and professional** interactions with all customers

Provide **prompt high-quality customer service** to staff, and internal and external customers

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- ❑ 81.8% of agencies surveyed include customer service components in position descriptions.
- ❑ 54.5% of agencies surveyed provide customer service training to new and existing staff.

Building & Sustaining a Customer Service Culture

- 81.8% have customer service expectations
- 54.5% provide customer service training



We need to close this gap through training!

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- ❑ Agencies identified the following training needs:
 - ❑ Professional Communication (Verbal & Written)
 - ❑ Professional Etiquette
 - ❑ Dealing with Difficult Customers
 - ❑ Leadership
 - ❑ Impact of Generational Gaps
 - ❑ Diversity Training
 - ❑ Composure Under Pressure – dealing with stress
 - ❑ Listening
 - ❑ Emotional Intelligence

Building & Sustaining a Customer Service Culture

o Set Goals for Enterprise Uniformity

- ❑ 100% of all agencies to include customer service in their mission, vision, values
- ❑ 100% of all agencies will measure and publish performance
- ❑ 100% of staff have customer service in their position description
- ❑ 100% of staff are measured by their ability to provide quality customer service

Building & Sustaining a Customer Service Culture

- **Develop an agency coordinated enterprise training program**
 - Provide a staff professional development certification program in Customer Service.
 - Cross Agency Customer Service Curriculum.

Building & Sustaining a Customer Service Culture

o Awarding excellence

- o Encourage participation by offering an agency award
- o Tiered Agency Standard

**Governor's Certification of
Customer Service Excellence**

Customer Service Research Scan

- Research other Government sponsored Customer Service initiatives
 - Definition
 - Goal setting
 - Standards
 - Performance Management
 - Training
- Govloop
- UK Customer Service Excellence

