



Governor's Office of Customer Service

FASTER. FRIENDLIER. EASIER.

May 2009



Agency Heads Identify Priorities

State leaders identified expanded online services for citizens and employee recognition and training as key program priorities for the next few years.

Researchers at Georgia State University interviewed 35 agency heads for feedback on improving and sustaining the customer service movement. The top three are:

- **Having a customer service recognition program in each agency**
- **Showing employees what's expected and providing training**
- **Improving online services for customers**

"The results of these conversations also show how employee workplace satisfaction is a key to customer satisfaction," said Joe Doyle, Director of the Governor's Office of Customer Service.

Consistent communication to celebrate employee success and to maintain the focus on service quality also had support of leadership.

Team Georgia: Focusing on Helpful Service



It's no secret that one of Governor Sonny Perdue's goals is for Georgia to have the best customer service in the nation.

Sharing in this vision, the Governor's Office of Customer Service is launching a new campaign to help employee develop great service skills around our five customer service commitments: *helpful, accessible, responsive, knowledgeable and courteous.*

How it works

Employees receive a special message every two weeks, offering them quick tips and customer service success stories as well as a link to www.georgiacustomerservice.com.

Here, Georgia state employees can find more customer service tips, success stories, activities and printable materials to aid in the statewide effort of going from good customer service to great customer service. Employees can also share their own tips and success stories using an online form.

From good to great

By offering these tips and resources, we hope to help employees turn their good customer service practices into great ones.

Helpful tips

- Always strive to give beyond the expected
- Take ownership of the customer's need and/or problem
- Lead by example and contribute in a team setting.

Each "helpful" tip is accompanied by a customer success story from an actual Georgia state employee. If you want to read more, you can find these stories and tips at www.georgiacustomerservice.com.

Over 91, 000 employees received the first message!

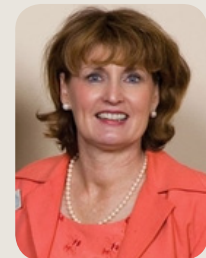
State Leaders

Read what University and Agency leaders are saying to their employees in support of the new customer service campaign.



"I am hopeful that every employee will make a commitment to be more helpful to customers - both internal and external."

**Erroll B. Davis, Chancellor,
University System of Georgia**



"As your team leader, I want to thank each of you for sharing your unique and special gifts and talents! Together we make a GREAT team!"

**Nancy Cobb, Executive Director,
OneGeorgia Authority**



"Georgia has some of the most professional, caring and compassionate employees of any state in the nation. Over the next few months we will seek to take customer service from good to great!"

**Mike Beatty, Commissioner,
Dept. of Community Affairs**

What motivates you to provide great service?

On May 28, Governor's Commendations will be awarded to 26 individuals and 10 teams. Here is what a few of our winners had to say about what motivates them to provide excellent customer service.



Knowing the youth we serve have the potential for change, It inspires me to put an extra spring in my step to go above and beyond. I want see every youth achieve their true potential.

- Julie Spriggs, Juvenile Justice



I was raised to always do things right the first time and to provide great customer service and approach work like I would want my employees to perform.

- Phillip Anderson, Forestry



I am motivated to provide quality service because I realize that for some, child support is not a luxury, it is a necessity.

- Toni Smiley, Child Support

I like thinking about people being pleasantly surprised when they do call a state agency and find the response is pleasant, professional, fast and effective.

- Kevin Kelly, GEFA



Congratulations Dept. of Driver Services!



The Department of Driver Services (DDS) won the Agency Award at the international level, presented by the American Association of Motor Vehicles Administrators (AAMVA), for its We C.A.R.E program.

The We C.A.R.E program was developed by DDS to help inspire and encourage customer service by focusing on four commitments—communication, accountability, respect and ethics.

Customer Dialogue



Do your customers have a way to share their comments about your employees and services? Web-based comment forms are an excellent way to give your customers a voice.

The Dept. of Juvenile Justice offers an easy-to-use feedback form on its Web site (www.djj.state.ga.us) and follows a simple system to ensure timely responses to customer needs.

The online form asks for basic contact information and brief comments. Customers are also asked, "Would you like a response from DJJ?" Forms checked "yes" are flagged on an internal action and tracking site.

"We immediately contact the sender if a response is requested," says Steve Hayes, director of Media and Public Relations. "We then facilitate an answer, research and retrieve necessary information, or get the sender in contact with the appropriate DJJ parties to ensure the customer gets what they need."

Once the customer is satisfied with the response, the team closes out the form in the system.

"This is another way to make DJJ service faster, friendlier and easier for the public."

-Steve Hayes

Recent online comments include inquiries about careers at DJJ, parents' requests for assistance with youth, and compliments to DJJ employees.

One parent wrote, "The most amazing part of getting to know this department is how well they function as a team in order to best serve anyone who is entrusted to their care. Thank you for employing such fine people."

Governor's Office of Customer Service

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