

2009 Accomplishments

Governor's Office of Customer Service

The Governor's Office of Customer Service continues to partner with agencies to make their services to citizens **faster** (speeding up services), **friendlier** (developing a customer-focused culture) and **easier** (managing all state call centers in conformity with industry standards).

Report card from August 2009 surveys of citizens, businesses, local governments, internal customers and employees:

- Customers rate overall service quality at 76% (Wal-Mart at 70%, Nordstrom at 80%).
- Employee job satisfaction is now 75%, up 10% in 2 years.
- Survey findings are being used to prioritize and drive future improvement work.

Faster processes:

OCS continued supporting employee-led teams at agencies to reduce the time it takes customers to receive service. 2009 results include:

- PeachCare for Kids/Medicaid approvals are now processed in 15 days, no longer 113 days, at the Dept. of Community Health (DCH).
- Financial aid applications are answered in one month, down from 3½ months, at the University System's Abraham Baldwin Agricultural College. Students are able to make college choices much sooner.
- Low-income pregnant women have access to critical prenatal care two months sooner through DCH. This improves birth outcomes and reduces delivery and postnatal costs.
- Dept. of Behavioral Health & Developmental Disabilities now certifies community-based care providers 74% faster, moving from 515 days to 96 days.
- Motor vehicle titles are now processed in 5 days, no longer 6 weeks.
- The Dept. of Corrections is currently working to increase the efficiency of transporting inmates around the state.

Friendlier, a customer-focused culture:

Agency heads set three priorities for 2009: **recognition, training & communications.**

OCS led and aligned the work of their 165 change agents to drive improvements in these areas (Customer Service, Call Center & RPI Champions, plus CS Trainers). As a result:

- Agency-sponsored recognition programs now reach 99% of all Executive Branch and University System employees.
- Governor Perdue's CS Recognition Program received a total of 1,100 nominations from 42 agencies during the year (84% participation).
- 41 large agencies now have in-house customer service trainers. Smaller agencies are sharing resources. 23,492 employees were trained in 2009.

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- Strategic Email and Web-based communications are now engaging and shaping the behavior of 90,000+ employees, showing them how they can be Helpful, Courteous, Accessible, Responsive & Knowledgeable.
- Employee accountability for customer service is now a part of annual performance reviews.
- A 76% engagement rate for Champions is being maintained, as reflected in bimonthly meeting attendance, participation in recognition, training and other OCS programs.

Easier access through the state's 32 call centers:

The state's call centers report monthly performance data which is benchmarked against industry standards and used to drive improvements.

- In 2007 and 2008, the average time on hold had been reduced 70% from five minutes to 1.5 minutes. **Caution:** in the last 6 months, this average has climbed to 3 minutes due to a 10% increase in call volume and fewer agents due to budget reductions.
- Faced with shrinking resources, leading agencies are changing the way they do business to improve productivity and maintain service levels. They're creating specialized call handling groups with lower paid Tier 1 agents answering FAQs while more experienced, higher-paid Tier 2 agents focus on matters requiring subject matter expertise. (DHS: Aging, Child Support & DFCS; Dept. of Corrections: Facilities & Probations; DCH/Vital Records and Georgia Perimeter College).
- More call center employees are working remotely. Advantages include lower facility costs, elimination of commutes for workers and rising employee satisfaction.

Easier access through 1.800.georgia:

- 814,500 calls were answered in 2009, an increase of 90% over the prior year.
- Agents helped callers seeking general information and provided "back-up" support for other agencies during periods of peak demand (e.g., states of emergency, stimulus money accountability, annual business licensing, requests for tax forms). Citizens receive faster service with shared existing resources.
- Customer satisfaction with 1.800.georgia's service consistently rates 98%.