

2016 Annual Child Support Training Conference & Expo



PIECING IT ALL TOGETHER

May 3–5, 2016 » Garden Grove, California

CHILD SUPPORT DIRECTORS ASSOCIATION OF CALIFORNIA

2016 Annual Child Support
Training Conference & Expo

**How to Create a Culture of
Customer Service for Government
Agencies**

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Before Take-Off



Please turn off sound on electronic devices

Ice Breaker

Raise your hand if you have a good customer service story



Goals for Change

- Discuss issues and challenges of a
- Learn customer service tools
- Network with peers



Customer Service Tools With a Track Record

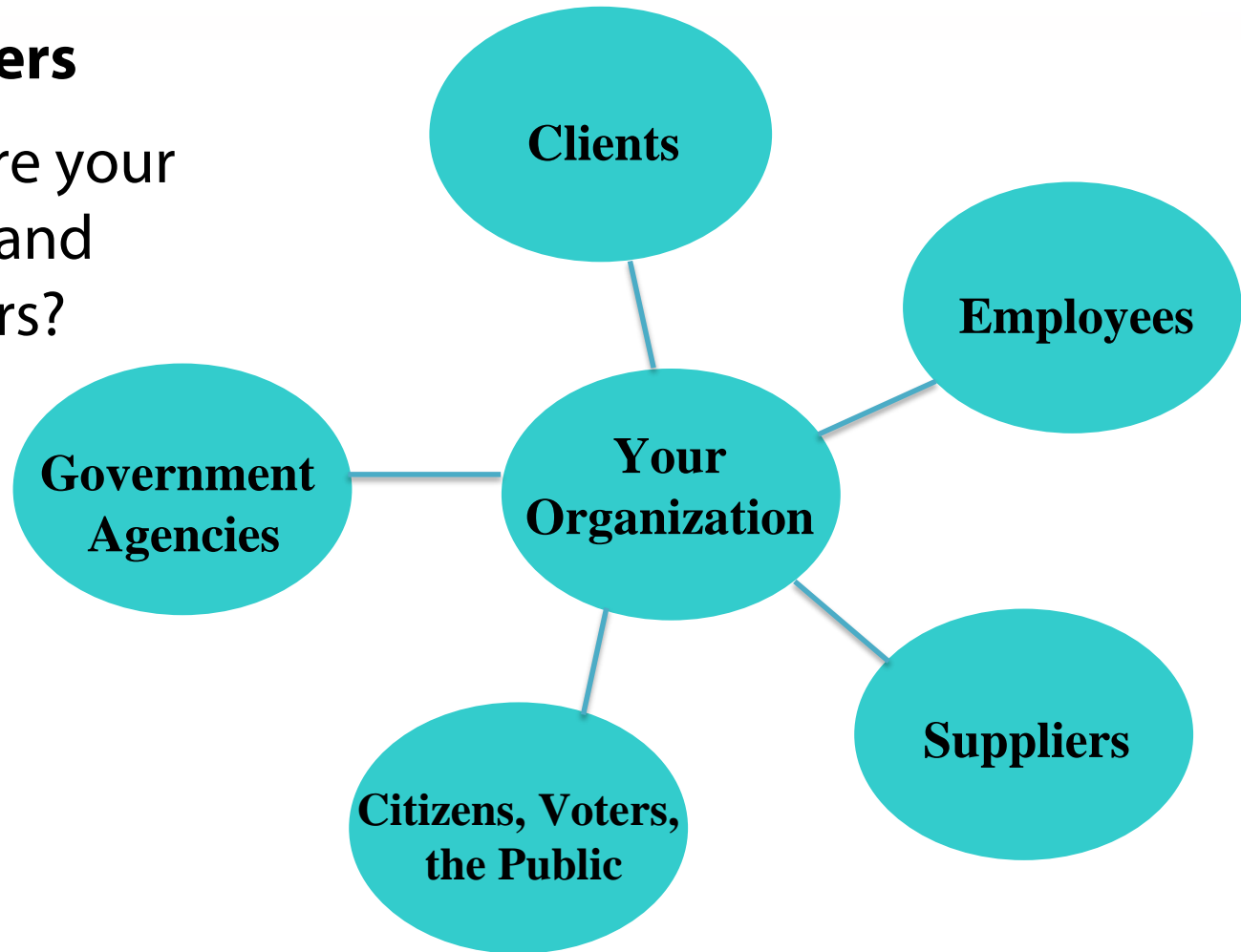
- Moment of Truth
- Personal / Procedural Model
- Values Based Behaviors



Customers, Stakeholders and Service Definitions

Stakeholders

Who else are your customers and stakeholders?



Stakeholder Template

Stakeholder's name: (employees)

- What do you need from them?
- What do they need from you?
- How could you improve service to them?
- What gets in the way?

What is a Stakeholder?

- Any individual or organisation that is affected by activities of a business



Customers, Stakeholders and Service Definitions

Customer Service is...

Whatever enhances customer satisfaction through meeting their expectations and needs.



Service Questions

What are examples of really poor service?

- List the characteristics



What are examples of outstanding service?

- List the characteristics



Moment of Truth (MOT) is...

...Any time the customer comes in contact with any aspect of the organization and uses it to judge the quality of service the organization provides.



List typical points of contact (MOT)



- Phone call for information
- Counter visit
- Email inquiry



MOT Worksheet

Standard	Annoying	Enhancing

Unhappy Customers



96% of unhappy customers will never complain to you about rude or discourteous treatment...



...BUT each of those unhappy customers will tell their story to at least 9 others.

Impact of Negative Experience

It takes 12 positive experiences to make up for 1 negative.



Customers: Internal & External

Service begins from the inside out

Customer service is not a department, it's an attitude.

~Anonymous



Balancing Service with Regulations

The Balancing Act: Personal-Procedural Model

Any transaction is
a balancing act

Personal Level

-How



Procedural Level

-What

Personal or Procedural?

- Review your listed characteristics of great service
- Label as either personal or procedural



Balancing Discussion

What do you find most difficult to change that impedes good service? (attitudes, people, requirements, regulations, etc.)



Service Culture Reflection

What's already working in your organization that supports excellent service? Your successes?

What are some specific examples of what your organization is doing right now?

Give examples of how excellent service aligns with your organization's strategic plan? Is it part of the organization's vision? Mission? Values?

How does your organization reinforce these?

Organization Service Values

Name the service values of your organization, for example:

- Helpfulness
- Expertise
- Attentiveness
- Respect
- Timeliness



Sample Core Value Statements

- To help improve the quality of life for all county residents
- To hire, train, and support the most qualified staff
- To provide assistance and aid to those who have been victimized by crime



Recognition Discussion

- What means of recognition do you use?
- What incentives work?
- Give examples of successes



Customer Service Best Practice Models

The Balancing Act: Personal-Procedural

- Moments of Truth
- Values
- Recognition



Small Group Discussion

Discuss what you learned today.

What ideas do you plan to implement?



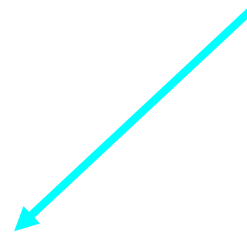
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- Our government clients include over 100 cities, counties, and municipalities - over 50 city councils, commissions, boards, Police, Sheriff, and Fire Departments
- We have helped organizations solve difficult organizational changes, challenges, and people problems for over 20 years
- We have written seven business books
- 98% of our business is repeat and/or referral


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