

2017 ANNUAL CHILD SUPPORT TRAINING CONFERENCE & EXPO



**PARTNERSHIP
OF HEROES**

MAY 1-4, 2017 • GARDEN GROVE, CALIFORNIA

CHILD SUPPORT DIRECTORS ASSOCIATION OF CALIFORNIA

Driving Organizational Transformation Through Service Delivery

Wendi S. Brick,
President & CEO

Customer Service Advantage, Inc.



Do We Have Opportunities To Improve?

As a customer yourself, have you ever received bad service?

- How long does it take to recognize?
- How long does that memory stay with you?

Great service happens through *intention*, and *attention to detail*

The image features a solid red horizontal bar at the top. Below it, the background consists of a sunburst pattern of blue rays radiating from the top center, transitioning from a darker blue at the top to a lighter blue at the bottom. Centered in the white space below the sunburst is the text "80%".

80%

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Why Re-Emphasize Now?

Customer = Every Person, Every Day

- Core Organizational Competency
- Creating customer perception – impressions and reputation
- More proactive, less reactive
- Decreasing job stress

“The Noblest Motive is the Public Good”

“Cost” Of Bad Experiences: Customer Value

Restaurant example:

- If average bill is \$25 per person
- Lifetime spending could reach \$5250
 - Repeat Business
 - Referrals

What are the “costs” of poor customer service in government?

Growth Opportunity 1

Think about a recent experience where an internal customer interaction went off the tracks.

- What went wrong?
- What could have been done differently?

The Six Essential Elements

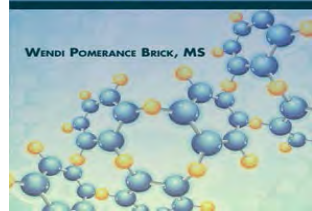


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The Science of Service

Six Essential Elements for Creating a Culture of Service in the Public Sector

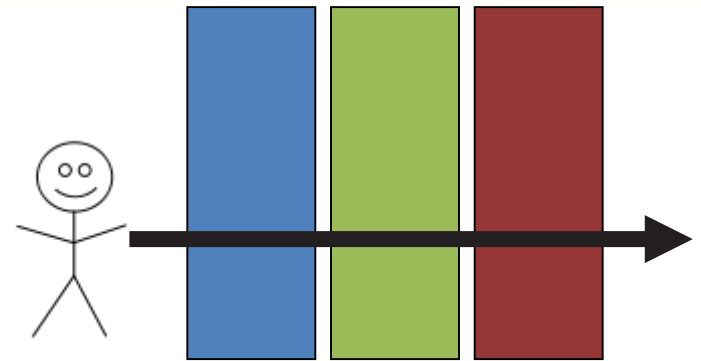
WENDI POMERANCE BRICK, MS



When You Are A Customer, What Do You Want?

- To be treated well; with respect
- To be offered options and have control
- To work with people who understand your issues

- To have your issue resolved
 - Across “silos”
 - Ownership



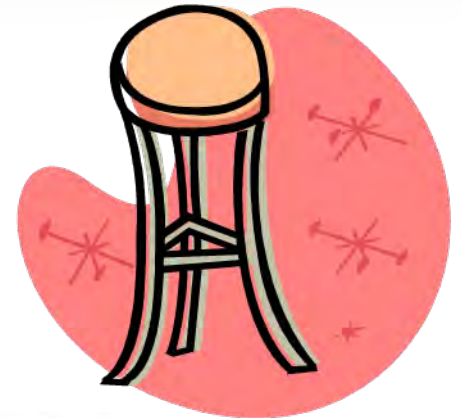
Our Role: What Is Great Service?

**Great service is not only what you do, but
how you do it**

- What is your real job?

Personal behavior and Systems working together

- Courtesy
- Knowledge
- Promptness



10 Tips You Can Implement Today

1. Focus on your greeting – making a great first impression
2. Return routine calls and emails within 24 hours or next business day
3. Use out of office reply/change voice mail when out for a day or more
4. Send complete email responses (tone, format and content)

Email Communications: The Tone Of The Response

Sent: February 3, 2016 8:42 am

Subject: Office Location

I have an appointment with your IT Manager on Wednesday. Where is her office located?

Don Cooper

Response 1

Date: February 9, 2010 9:57 am

<http://www.OurDistrict.edu/Administration/>

Response 2

February 3, 2016 2:02 pm **[fast response]**

Dear Mr. Cooper: **[formal greeting]**

Thank you for contacting [Our District]. Our IT Manager, [first name last name] has her main office at XXX First Street, San Diego, 92012. Here is web page that has the address, directions, and hours of operation.

<http://www.OurDistrict.edu/Administration/>

I took the liberty of confirming your appointment with [first name].

If you have any questions or would like more information, please feel free to call us at 1.619.XXX.XXXX. **[invitation to contact]**

Sincerely, **[formal closing]**

[First Name, Last Name], [Title] **[formal signature block]**

Our District

Phone Number

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10 Tips You Can Implement Today (continued...)

5. Individualize service: people look at things differently: platinum rule
6. Ask customers for feedback & thank customers who share a concern
7. Be conscious of body language and appearance
8. Take emotional situations professionally, not personally
9. Make a great *last* impression by thanking people for their business and inviting them to return again
10. Treat all customers as if they were your *only* customer

Success In Continuous Improvement

**“A habit cannot be tossed
out the window;
it must be coaxed down the stairs a
step at a time.”**

- Mark Twain

Growth Opportunity Revisited

Think about a recent experience where an internal customer interaction went off the tracks.

- What went wrong?
- What could have been done differently?

Self Care - Balance

- Physical
- Psychological
- Emotional
- Spiritual
- Professional



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Tips You Can Use Today

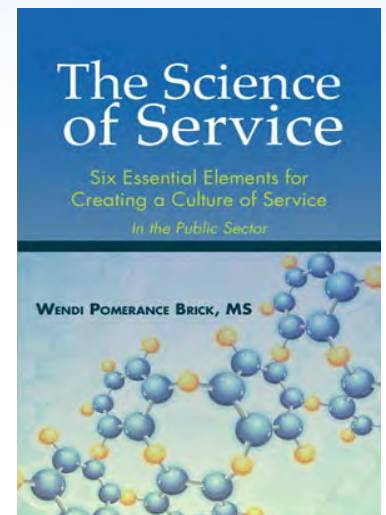
- Internal Customer Service
- Perception: people look at things differently: platinum rule
- Recognize each other for a job well done
- “Own” an issue until resolution
- Customer advocate, navigate silos, explain the whole process, not only your part



Personal Commitment

Thank You for Your Service!

Questions?



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Speaker Contact Information

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Please be sure to complete the session evaluation.



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