The City of San Diego

CUSTOMER SERVICES DEPARTMENT
1200 THIRD AVE., SUITE 1300, SAN DIEGO 92101

2007 Customer Service Summit Recommendations and Updates

The 300 participants voted on 47 recommendations. Some projects overlapped, and the 47 were consolidated into 28 recommendations. Of those 28, twelve recommendations are being shepherded by the Customer Services Department. The Customer Services Department is involved in four as a catalyst, ten have been discussed and referred to other departments to take the lead, and two continue to be analyzed.

The twelve recommendations shepherded by the Customer Services Department are listed below along with the current status.

1. Create a customer "Bill of Rights".
7/07 Update: Final updates remain after gathering input from CSLN in July and external ad hoc team to also include, among other things, recourse should a customer feel the rights in the document were violated.

2. Train and empower employees.
7/07 Update: Implementing training in classes of 25 is a daunting task, if we would like the organization to be trained quickly. A one-day follow up session with Blanchard consultants and the Trainers, help start converting the small group exercises into large group Workshops, that can be held for 2-300 people at a time. Citywide Training is converting the rest, and the first large Workshop is being scheduled for October 2007. Smaller sessions are being deployed starting in August 2007.

3. Launch a media campaign featuring individual City employees doing good work/deeds.
7/07 Update: The first video is completed, and is currently airing. The Credit Union will be interviewing select recipients of the 2006 Annual Customer Service Recognition Award to choose 4-5 additional candidates for vignettes in the coming year.

4. Establish a desk for concerns or complaints, "call 24 hours".
7/07 Update: This project will be rolled into the City's efforts to establish a call center or 311 service. Currently, customers may contact 619-236-5555 for information, requests or concerns, Monday-Friday, 8:00-5:00.

5. Customer Service Surveys.
7/07 Update: The results of the March 2007 Citywide Customer Satisfaction Survey were released to the media on Friday, July 20. Results were then disseminated internally for staff review. The next Survey will occur in December 2007 (interval is every nine months).

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6. Involve employees in providing information to management and in generating the vision. Foster partnership employees, line staff, citizens and management.
7/07 Update: Ken Blanchard sessions will be deployed (see above). Within the Customer Services Department. Multiple meetings in both 1:1 and group settings have occurred to ensure that all levels of the organization contribute their knowledge and skills in determining the direction of the programs and how best to serve our customers.

7. Incentivize good employees, fun days, citywide reward & recognition program, reward good performance and everyday behaviors, increase responsibilities of managers to deal with low performers and eliminate slackers. Promote from within.
7/07 Update: The first meeting of the Citywide Rewards and Recognition Program was held on July 17. Many Departments were represented, as well as Labor Relations. The Committee will submit a report on creative ways to reward employees that do not require great expenditures of funds. This Report will be submitted by September 30, 2007.

8. Department Performance Measures.
7/07 Update: Complete.

9. Employee Recognition.
7/07 Update: Updating the Rewards and Recognition Training is part of the task of the Rewards and Recognition Committee (see above). In addition, the Annual Citywide Customer Service Event is scheduled for October 5, 2007.

10. Improve website.
7/07 Update: Updates continue to be added to both web sites, as new information is created. Most recently, the results of the Citywide Customer Satisfaction Survey. Please continue to visit both sites monthly for new information.

11. Improve city phone system.
7/07 Update: The demos for the RFP proposals are scheduled for August 2007. The vendors will be rated based on many facets of IVR functionality. Once a final vendor is chosen and announced, plans to update the system will be created.

12. Support the volunteerism program.
7/07 Update: A summer intern has volunteered to work with the program and provide assistance. A backup Volunteer Coordinator has been designated to provide support during extended absences, such as vacations. This person will also be available to assist in compiling year end program data.