“Great Expectations: Achieving Customer Service Excellence in the Public Sector”

Presented by:

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Who Are Our Customers?

“Customers are all the people for whom we provide a product or service. Everyone who depends on the quality of our work is considered to be a customer.”

Two Types of Customers in the Public Sector:
1) ________________________________
2) ________________________________

Your and/or Your Team’s Internal Customer:
______________________________

Your and/or Your Team’s Internal Customer Service Rating:

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Goal: ________________________________

______________________________

______________________________

______________________________

Measurement: ________________________________

“To be humble to superiors is duty, to equals courtesy, to inferiors nobleness.”

--Benjamin Franklin
Employees’ Top 10 Reasons For Providing Customer Service

1. Positive ______-_______ and personal satisfaction.

2. Reduces ________________, makes job easier.

3. Portrays you, team, city in a positive light, i.e., good ___________ _____________.

4. Keep _______________ people in community.

5. Your job depends on it. Citizens pay our _________________.

6. Happy citizens “reflect” back positive ___________.

7. Citizens and residents more likely to _______________ us.

8. Develops _______________ ___________ and goodwill.


10. Improves employee ____________ & productivity.

Top 3 Roadblocks To Municipal Staff Customer Service Excellence

1. Poor _______________ skills

2. Bad _______________

3. Inability to ______________ conflict

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1 Based on in-class surveys of over 300 hundred local government employees between 2005-2012.
Your Customer Service Challenges:

1. ______________________________________________________
   Solution: ______________________________________________

2. ______________________________________________________
   Solution: ______________________________________________

Survey Says:

1. Challenge_____________________________________________
   Solutions: ______________________________________________

2. Challenge_____________________________________________
   Solutions: ______________________________________________

3. Challenge_____________________________________________
   Solutions: ______________________________________________

4. Challenge_____________________________________________
   Solutions: ______________________________________________

5. Challenge_____________________________________________
   Solutions: ______________________________________________

6. Challenge_____________________________________________
   Solutions: ______________________________________________

7. Challenge_____________________________________________
   Solutions: ______________________________________________
Citizens and Residents Expect . . .

1. ____________________________________________
   ____________________________________________

2. ____________________________________________
   ____________________________________________

3. ____________________________________________
   ____________________________________________

4. ____________________________________________
   ____________________________________________

What Citizens and Residents Do Not Expect

1. ____________________________________________
   ____________________________________________

2. ____________________________________________
   ____________________________________________

3. ____________________________________________
   ____________________________________________

4. ____________________________________________
   ____________________________________________

5. ____________________________________________
   ____________________________________________

Alternatives to “That’s what policy says.” ____________________________________________

________________________________________________________
   ____________________________________________
Headquartered in North Salt Lake City Utah and founded in 2002, The James Madison Group provides specialized customer service, leadership, and supervisory, training; facilitation; surveys; and consulting for the public sector; including over 140 cities, towns, villages, counties, special districts, school districts, and state and federal government agencies throughout the United States. Over 18,000 employees in 13 states have benefitted from our uniquely public sector employee development approach.

The objectives of the Municipal Customer Service ProgramSM are to:

- Teach sound customer service principles that work in the real world of local government.
- Develop your employees’ customer service skills in community relations, inter-personal communication, conflict resolution, productivity, and teamwork.
- Help employees maximize their strengths and identify and develop areas needing improvement.
- Create a high-powered customer service team that will build the local government and community through superior customer service.
- Work with municipal employees to set customer service individual and team standards and, if desired, to create or update your customer service slogan.

We have provided customer service training to every imaginable municipal department, including: courts, public utilities, public works, public safety, library, parks & recreation, clerks, animal control, building, planning, zoning, code enforcement, and many more. We can either customize the Municipal Customer Service Program for a particular department needing improvement or get a variety of personnel from multiple departments working together as a more integrated and unified customer service team.

The Municipal Customer Service Program is divided into four four-hour sessions, entitled:

1. “Communication Excellence in the Public Sector: Cultivating Customer Relationships”
3. “How To Hold a Hot Potato: Professionally Handling Upset Citizens and Difficult Behavior”

Brian Muir, Principal of The James Madison Group, will facilitate your Municipal Customer Service ProgramSM. In addition to serving a term on the North Salt Lake City Council, one year as Mayor Pro Tem; and earning his MPA from Brigham Young University, he has trained over a hundred municipal teams and over 8,900 local government employees and managers over the last 11 years.

He has researched the unique problems facing municipal government in providing exceptional services to the citizens, residents, and businesses of their community. He will continue with this research with your employees in a laboratory of local government learning. Call him at 800-400-3492 or email him at bmuir@jamesmadionsgroup.com.