

**North Carolina Association of County Commissioners
2006-07 Ralph W. Ketner Employee Productivity Awards Application**

County: Lee **Employee:** Cantina Lucas **Email:** clucas@leecountync.com

County Department: Human Resources **Employee Title:** Employee Development Coordinator

County Phone: (919) 718-4615 / 5565 **County Mailing Address:** PO Box 1968 – Sanford, NC 27330

Is this project being submitted on behalf of two or more employees? **NO** **YES**

If yes, please provide below a listing of all project employees in Number 6. Employee & title as listed above should be for lead team member.

Fair Labors Standards Act Designation: In order for your project to be eligible, you MUST indicate one of the following. If you do not know, please contact your personnel director.

EXEMPT: **NON-EXEMPT:** **BOTH (if applicable to a team):**

1.	Productivity Improvement Title:	Customer Service 101 Training
2.	Implementation Date (must be between January 1, 2006 and December 31, 2006)	March 28, 2006
3.	Please describe the productivity improvement. (Please limit response to these 2 pages.)	
<p>A team of six employees from five different County departments joined forces to create a customer service training program, specifically designed for government employees. Each team member spent months performing in-depth research on various customer service topics, and tailoring them to relate to the daily customer service issues found in local government. After conducting extensive research, the trainers met once a week for several months to develop the complete training program. Titled "CSI: The Case of the Missing Customer Service", this program's theme is based on one of the popular television series, CSI (Crime Scene Investigation). The trainers are <u>C</u>ri<u>m</u>e <u>S</u>c<u>e</u>n<u>e</u> <u>I</u>n<u>v</u>e<u>s</u>t<u>i</u>g<u>a</u>t<u>o</u>r<u>s</u>, set out on a mission to find the lost customer service in the public sector today. The exercises and props used in the trainings are based upon the theme of CSI, with yellow police tape, bodies outlined on the floor, CSI theme music, etc. Employees are first separated into five different precincts (CSI Miami, CSI New York, etc.), which gets them mixed up and into groups with employees representing other departments. At this point, employees are told how referral in customer service is so important, because if you can't help a customer or answer their questions, you need to know where to refer them. By placing employees on teams with employees from other departments, employees will meet new contacts in other departments who may help them in the future. After rearranging the employees into precincts, the employees are given a half-day of highly interactive, hands-on learning in a light and fun atmosphere. Each employee receives their own 3-ring binder notebook with tailored customer service information for them, as well as specially designed handouts and documents. The topics presented in this training include: who is my customer in government; positive body language; forbidden phrases; proper email and telephone/voicemail etiquette; listening; and dealing with difficult and angry customers. Each section is composed of useful and interesting information, as well as group activities, games, role-playing, brain teasers, puzzles, drawings, etc. Since we began training employees on March 28, 2006, this team has successfully trained over 400 County employees, and has delivered the presentation to a outside organizations upon requests. This CSI team is often approached about presenting the training to outside organizations and employees. With our own employees, we have received an overwhelming response and interest in this training, as well as future trainings related to customer service issues. The team is now working on research and development of an in-depth training on dealing with angry and difficult customers, as this was a much-requested and hot topic among our employees. We will continue to present the CSI Customer Service Training once a quarter for all new employees and for those "established" employees who feel they may need a "refresher".</p>		

4. Please describe why this project was initiated or what problem it addressed:

CSI was initiated after the Board of Lee County Commissioner's met for their retreat and discussed future challenges and opportunities that the County would encounter. The Commissioners felt it was important to have a clear vision for the expectations of County Government and its employees in providing services to the community. A Customer Service Committee was formed to coordinate a customer service program for Lee County. However, instead of seeking outside sources for training, the committee decided to develop training from within the County, and let employees do the actual training. Each member of the CSI team volunteered to research customer service issues, develop a training program, and train fellow employees. The Customer Service Committee soon dissolved and turned the complete customer service training program over to the CSI team. The CSI team is solely responsible for arranging each training, producing training materials, and compiling the training documents.

5. Please quantify the improvement's results in terms of cost savings, cost avoidance and/or a higher level of services provided.

(Please indicate what resources were used to achieve your results, and what was done with the time savings, if any accrued).

The savings are evident in what it would have cost the county to send over 400 employees to customer service training as opposed to what the actual cost is. The average cost to attend customer service training off-site is \$109.32 per employee (\$43,728.00 for 400 employees). The average cost to train employees on-site, including notebooks, documents, handouts and materials is \$3.40 per employee (1,360.00 for 400 employees). The cost for outside training was determined by calculating the average cost of customer service training offered through three organizations (Fred Pryor Seminars, Skillpath, and Padgett-Thompson and Rockhurst Conferences).

6. Please provide any other descriptive information you would like to be considered by the review committee.

The CSI team has worked very diligently and put forth extensive effort in developing this customer service program and making it a success among our employees. This training has been the "buzz" around the County since it was implemented, and employees attending for the first time are excited to finally attend what they have heard so many great things about! Also, since the customer service training was such a huge success, the CSI team hosted a "CSI Celebration" for all employees during customer service week in 2006. At the celebration, we served popcorn and lemonade, held a raffle drawing with items donated from local businesses, had games for employees to play, and encouraged employees to "Celebrate their Successes" by thanking them for the exceptional customer service they provide to the public. CSI team members include: Cantina Lucas (team leader), Human Resources; Tami Carter and Melanie Rodgers, Senior Services; Kathy Backlund, Social Services; Kristin Sasser, Parks and Recreation; and Sarah Ivy, NC Cooperative Extension.

County Manager's Name: Lisa Minter, Interim County Manager

Supervisor's Name: Joyce McGehee, HR Director

Return by June 15, 2007 via email to ncacc@ncacc.org.