

Trailblazing: Georgia's Roadmap to Faster. Friendlier. Easier Customer Service



FASTER. FRIENDLIER. EASIER.

Our Opportunity: To Become



FASTER

- *Speeding up services*

FRIENDLIER

- *Create a customer-focused culture*

EASIER

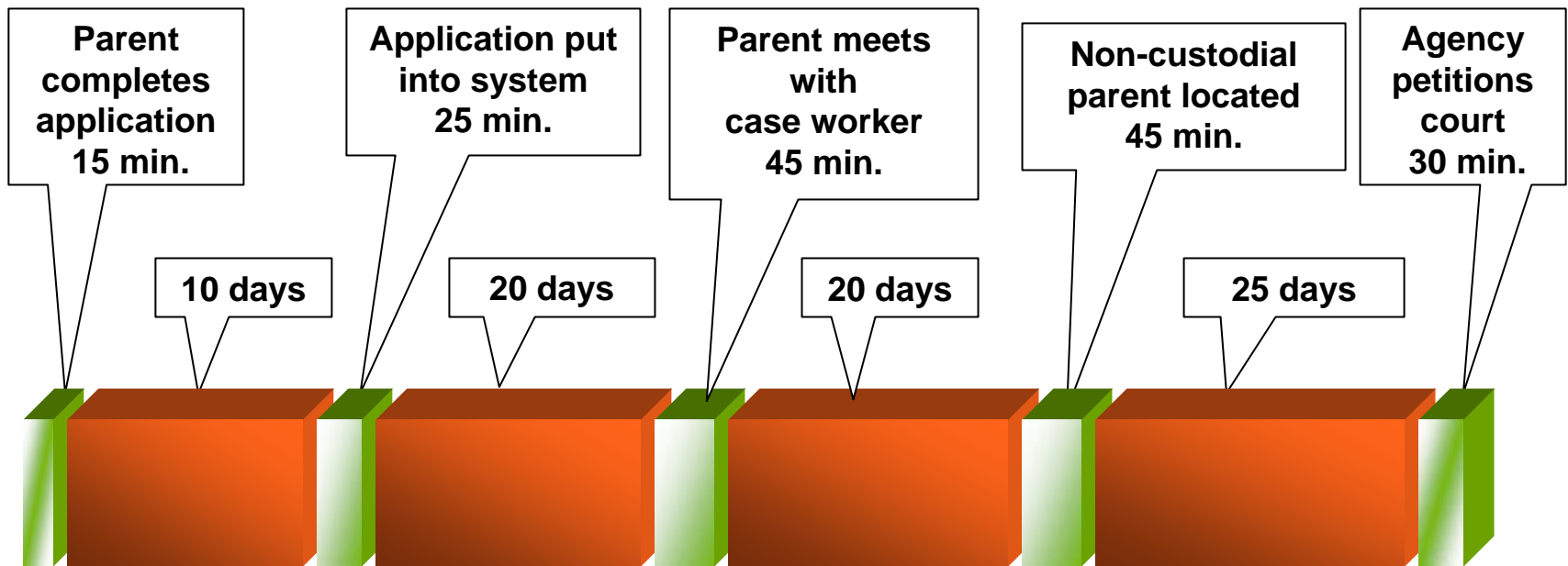
- *Simplify access, improve call handling*

FASTER: Speeding Up Services



- Lean Management with Rapid Process Improvements (RPI)
- Employee-led teams continuously making improvements
- Better results with existing resources

RPI: Illustration of a Value Stream Map Child Support



RED = Wasted Time: 75 days

GREEN = Value added time: 3 hours

FASTER: RPI Results

Now

- Issuance of Drivers Licenses – hours to minutes
- Child Support – months to same-day service
- Taxpayer Assistance – weeks to days
- Medicaid Apps – weeks to same-day service
- Vital Records – hours to minutes
- Student Advising – months to same-day service

In the works

- Student financial aid
- Approval for children's healthcare
- Licensing of motor vehicles

EASIER: Simplifying Access

A Focus on Call Handling

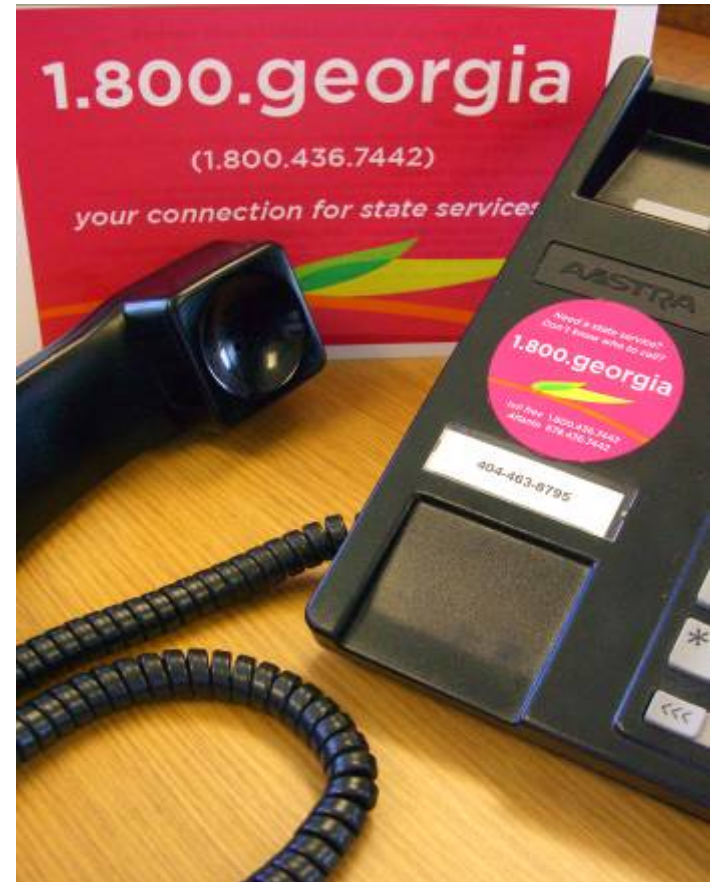
- "1.800.georgia"
 - Connecting Georgians to state services
- Improving 33 call centers
 - 1 ½ versus 5 minute speed to answer
- Better results with existing resources



Simplifying Access

An Enterprise Approach

- KnowledgeBase of 2,000 state services
- Uniform systems
 - Vendor-hosted solution
 - Low front-end costs
 - CRM tool
- Statewide service standards



FRIENDLIER: A Culture of Service

Our most challenging goal!

- Engaging 150,000 employees
- Establishing system-wide commitments to customers
- Developing the tools



FRIENDLIER: Our Commitments

All Team Georgia employees will be:

- Helpful
- Courteous
- Accessible
- Responsive
- Knowledgeable



FRIENDLIER: How We're Doing It

- Standards to guide behavior
- Marketing and communications
- Employee training
- Performance management
- Customer and employee feedback tools
- Recognizing and appreciating success



All Around the Workplace...



Enthusiasm Everywhere!



FASTER. FRIENDLIER. EASIER.

“Keeping Score” – Survey Results

- 74% Customer Satisfaction
- 72% Employee Satisfaction

*Happy employees =
Happy customers*





Celebrating Success

- Quarterly commendations
- Annual awards for Service Excellence



FASTER. FRIENDLIER. EASIER.

Team Georgia.
Service in
ACTION.



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