

**Meeting Date:** February 12, 2007

**CSAC members present:** Art Alexander, John Dutt, Michael Kaplan, Kathleen Lynch, Michael Mills, Bonnie Morris, Jeremy Van Keuren.

**Others present:** Kari Guy

**Notes prepared by:** Kari Guy **Date:** February 12, 2007

**CSAC approved:** March 12, 2007

Topic	Discussion	Action/ Decision
Introduction	Agenda and meeting minutes were accepted.	January 8, 2007 meeting minutes approved.
Bureau budget requests	<p>Jeremy Van Keuren reported that bureaus are incorporating customer service expectations and workplace aspirations into budget requests with varying levels of detail. The budgets should be available prior to the next CSAC meeting.</p> <p>The Committee agreed that incorporating customer service values into the mission and goals of a bureau is a crucial step in developing management support for customer service, and a culture of customer service.</p>	Jeremy will compile relevant portions of bureau budget requests for review and discussion at the March 12 CSAC meeting.
Job descriptions	<p>The Committee discussed including customer service expectations as a City value, which could be part of recruitment, hiring, and evaluation of all employees. There is also interest in including customer service expectations in job descriptions as job descriptions are updated.</p> <p>There was concern that the City values are not communicated to prospective employees, which would limit managers' ability to identify and select people who are comfortable with customer service.</p>	Invite Human Resources representative to next meeting to discuss process for including customer service expectations as City value, and communicate this value to prospective employees.
Employee recognition	Bonnie Morris circulated an overview of different employee recognition programs from a variety of public and private sector entities. She noted an emphasis on hiring people with strong customer service commitment, and that companies with a strong culture of customer service don't necessarily provide separate awards or recognition. Other concerns raised by	The CSAC will not propose an employee recognition program at this time.

---

	<p>committee members were that awards can be manipulated, and may not be respected or supported by employees.</p> <p>Positive employee recognition programs may reward groups or departments instead of single employees. This would require budget and commissioner support.</p>	
City mission	<p>Michael Kaplan encouraged the group not to lose sight of the purpose of good customer service – to ensure that the City will be seen as a reliable partner and steward in running the City. Good customer service (or perhaps client satisfaction) builds a reservoir of support for when problems come up, and can help improve public trust in government.</p>	<p>Draft a purpose statement to be included in any communications related to customer service. (<i>who?</i>)</p>
Training	<p>The committee agreed that training will be different for each bureau, and can't be mandated from above. Art Alexander asked about the status of new employee orientations, and whether the orientation could incorporate customer service expectations.</p>	<p>Review training and new employee orientations with HR representative at March 12 meeting.</p>
Surveying	<p>The group discussed the risks associated with customer service surveys: any downturn in satisfaction may lead to punitive actions; responses may be limited; surveys may not yield expected results. The CSAC will encourage bureaus to survey customer satisfaction, to report the results, but also to consider how information will be used.</p>	
Marketing	<p>There was concern that very few people have actually seen the <i>Customer Service Expectations</i> and <i>Staff Workplace Aspirations</i> that were developed by the BIP #7 committee. Also, the overarching purpose of focusing on customer service is not well communicated.</p>	<p>Kari Guy will work with Laurel Butman of OMF to develop a mock-up of an internal CSAC web page, with a customer service checklist derived from the implementation guidelines.</p>

---

## Handouts:

- Meeting Agenda
- Overview of employee recognition programs of other jurisdictions (Bonnie Morris)