

**Meeting Date:** March 12, 2007

**CSAC members present:** Alisa Cour, John Dutt, Michael Kaplan, Kathleen Lynch, Michael Mills, Michael Mock, Jeremy Van Keuren, Vincent Woods.

**Others present:** Kari Guy

**Notes prepared by:** Kari Guy **Date:** March 13, 2007

**CSAC approved:**

Topic	Discussion	Action/ Decision
Introduction	Agenda and meeting minutes were accepted.	
Bureau budget requests	The committee discussed the range of responses to the Mayor’s request for inclusion of customer service values in budget submittals. Members agreed that further guidance for bureaus is needed, both generally on incorporating customer service into an organization, and specifically on addressing customer services in a budget request.	The committee will include budget guidance and examples in information/outreach materials on the web site.
CSAC Website Development	<p>The committee discussed the purpose of providing an internal website, and the materials that would be useful to bureau staff who are attempting to improve customer service. Elements should include:</p> <ul style="list-style-type: none"> <li>• A snapshot of the history and purpose of the CSAC; and</li> <li>• A chronology or process chart of how bureaus can improve customer service. This section should include explicit steps for improving customer service: evaluating existing services through surveying customers; establishing clear expectations for customer services specific to the bureau; and supporting the internal culture through information sharing, hiring, and training. The process should then point back to the beginning for continuing evaluation.</li> </ul> <p>The second section could include specific guidance on topics such as surveying, hiring, and training, and include examples from bureaus that have already addressed customer service.</p>	<p>Michael K. and Kari will work on ‘mapping’ a website.</p> <p>Kari, with review by Vincent and John, will develop website.</p> <p>All members will send Kari examples of guidance, positive bureau models, or other materials that would be useful to other bureaus.</p>

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	<p>In the longer term, the site could provide links to customer service leads in each bureau, and a means for the CSAC to evaluate and provide feedback to bureaus.</p> <p>The committee noted that the website may not be useful for all materials, and that few people will 'click through' without a clear purpose. Other methods of communicating with bureaus, such as brown bags or open houses, will be needed.</p>	
Human Resources issues	<p>Anna Kanwit, Chief Bureau Operations Manager for the Bureau of Human Resources, presented a series of options for incorporating customer service values into the hiring process. Overall she stressed that employees can only be evaluated based on customer service if the bureau clearly adopts and posts their customer service expectations.</p> <p>Options ranged from the 'global option' of noting the importance of customer service in every job announcement, to the more specific options of including the customer service needs of each job either in the job announcement or 'Knowledge, Skills, and Abilities' section of the job description. Anna discouraged pursuing the 'global option,' as not every value the City holds is called out in this way.</p> <p>CSAC members agreed that customer service could be addressed on a case-by-case basis with new job announcements, but were concerned that bureaus would not know this option is available. Anna suggested the committee circulate a memo to bureau human resources managers, with support from BHR.</p>	<p>Guidance explaining the process for including customer service values in the job descriptions will be included on the CSAC website, and either circulated as a memo or included in other CSAC outreach.</p> <p>The need for establishing a clear 'culture of customer service' for each bureau, both for evaluating new hires and existing employees will be stressed in CSAC communications.</p>
Training	<p>Anna circulated a list of training options provided by a consultant, Public Knowledge LLC. BHR will not provide customer service training; they currently do not have the resources or the staff expertise. The committee suggested that CSAC could be a clearinghouse for training options.</p> <p>The committee also discussed the potential need for training for CSAC members.</p>	<p>Anna will provide a list of training resources for CSAC website/ outreach.</p>

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Survey question in SEA	John reminded the CSAC of the original goal of including a question specific to customer service in the SEA survey.	John will develop a question for the SEA for consideration by Audit Services.
Next meeting	Next meeting is April 9. The committee will review progress made on items discussed at today's meeting, and begin a discussion of bureau outreach.	

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Handouts:

- Meeting Agenda
- Customer Service Training Proposal from Public Knowledge LLC (Anna Kanwit)
- Potential customer service language for job descriptions (Anna Kanwit)