



# Governmental Affairs Committee Memorandum

*City of Arts & Innovation*

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**TO: GOVERNMENTAL AFFAIRS COMMITTEE**      **DATE: JUNE 7, 2017**  
**FROM: HUMAN RESOURCES DEPARTMENT**      **WARDS: ALL**  
**SUBJECT: REPORT ON THE CITY'S CUSTOMER SERVICE INITIATIVES**

**ISSUE:**

Receive an update on the implementation of Departmental initiatives and/or processes to improve and enhance the customer service experience for external and internal customers.

**RECOMMENDATION:**

That the Governmental Affairs Committee receive an update on initiatives and/or changes to processes from various City departments.

**BACKGROUND:**

The City Council and the Mayor have declared delivering excellent customer service as a focus for the organization. To launch this important initiative, the City hosted industry expert Dennis Snow to deliver Customer Service Training to employees in December 2015. Since then, a recording of this session has been rolled out to about 70% of employees as part of Customer Service training. In addition, virtual training sessions have been made available to employees who attended the live session. Furthermore, with direction from the City Manager's Office, all City Departments have been tasked with identifying and implementing initiatives that will enhance how services are delivered by City employees to internal and external customers.

**DISCUSSION:**

Over the past 18 months, various City departments have taken proactive measures to solicit and analyze input from customers, and to continuously improve customer service as a result. Citywide, several Happy or Not terminals have been installed to gather information on customer satisfaction with various City services. This information is analyzed on a regular basis, with communication internally within departments on any necessary customer service improvements.

The attached Power Point Presentation highlights initiatives and/or processes that have been implemented in 2016 or will be implemented in 2017 by the following departments: Human Resources, General Services, Finance and the Streamline Riverside Team:

1) Human Resources Department

- Coordinated Customer Service training to all City employees. As of April 1, 2017, 1632 employees (approximately 68%) of the total workforce have successfully completed training. Additional recorded live sessions are scheduled for May and June 2017 for remaining personnel.
- Streamlined Recruitment Process. One of the Department's key performance indicators is Time to Hire. The Department is making process improvements to shorten the time it takes to fill vacancies. This includes the new paperless online Personnel Requisition form (P1) with automated workflow to all required departments; new hire on-boarding session modified to a half-day session; use of a third-party provider for all background checks to shorten the process to 1-3 working days; and elimination of pre-employment physicals for sedentary job classifications.
- Customer Feedback Tools. The Department was one of the first to have to have a Happy or Not Kiosk at the front counter. This, in conjunction with comment cards, encourages feedback from our customers. To date, the Department has maintained a 96% positive feedback rate.
- Going the Extra Mile. The Department created the "Going the Extra Mile" initiative to encourage individual employees to continuously provide excellent customer service. Employees may be nominated by Department Heads, Supervisors or Fellow Co-Workers for demonstrating the highest levels of customer service and for going the extra mile to improve how the City does business.
- Performance Evaluations. The City Manager's Office has reaffirmed its commitment to customer service by incorporating customer service rating factors into all City performance evaluation forms ensuring that it remains a core value in how all City employees perform their duties.

2) General Services Department

- Customer Feedback Tools. As an internal service department, General Services implemented an annual customer survey by division and/or service. In addition, the Fleet Services division implemented instant feedback cards for internal customers to complete.
- Feedback has led to several process improvements including training for staff on the Work Order Process; a review of shift schedules to increase staffing during peak demand hours; and purchase of larger "Out of Service" vehicle signs to allow for easier visual check of vehicle status by supervisors.

3) Streamline Riverside Team

- City-initiated One-Stop Shop Program. Intended to facilitate investments in the City by removing obstacles at all levels of the development review process, develop and implement new business practices to improve customer service experience and foster a culture of continual improvement across City departments.

4) Finance Department – Risk Management

- In collaboration with the City Clerk's Office, City Attorney's Office and Public Works, the Risk Management division in Finance implemented a process for

- customers to file a claim by phone or by completing an online claim form. Claim forms are also available at Fire stations, Police stations, Libraries and Community Centers.
- Other customer service enhancements in Risk Management include sending an acknowledgement letter to each claimant to confirm receipt of the claim and providing a claim number and direct contact information to staff handling the claim; having claim information cards available in each City vehicle so that employees can provide constituents with information in the field when an incident occurs; and making all claims materials available in both English and Spanish.

**FISCAL IMPACT:**

There is no fiscal impact associated with this report.

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Approved by:	Marianna Marysheva, Assistant City Manager
Approved as to form:	Gary Geuss, City Attorney

Attachment:	Presentation
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