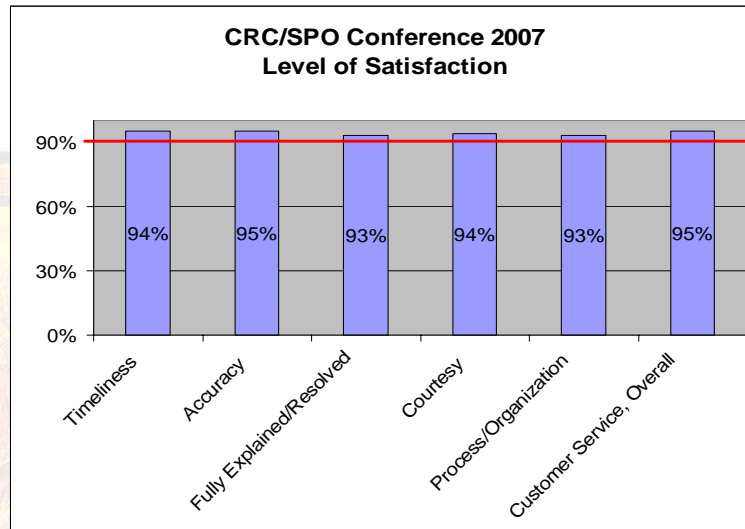


In preparation for this year Customer Advisory Council Meeting/SPO Conference, the feedback provided by attendee's at last year's conference is being provided. The SPOs' feedback was compiled based on written survey responses and focus groups input. PSC's Customer Relations Council did an in depth review and analysis of the input summarizing SPOs' impressions of the services PSC delivers.

Overall Responses



Based on data input from the participating SPO personnel, PSC is ranging from 93 to 95 percent satisfaction, exceeding the 90 percent objective.

Overall



- 95% Overall Satisfaction by SPOs
- Knowledge Base – PSC recognized as center of excellence
- Web page, Tutorials, Newsletters are effective

Areas For Improvement (AFI)



- Process – Email/Trouble Tickets
- Feedback/Communications

We understand we are not perfect yet. There are areas of improvement that the CRC can recommend. First of all the data given to us by our customers has been heavily scrutinized by the members of the CRC. What are they telling us?

SPO's don't necessarily like the trouble ticket process and sometimes don't like the response they receive from PSC or the way we respond.

Can we fix this? Absolutely!

AFI: Process Email/Trouble Tickets



CRC recommends:

- Customer Handbook/Guide
 - State Expectations (PSC's)
 - Inform/Educate
 - Inquiry Tracking (HEAT status)

How do we do this? We tell our customers what we expect from them by publishing a customer service handbook. This will help fill-in some of the grey area so they know how our customer service works at PSC (i.e. tier support).

Also, we show them published turnaround times that we at PSC adhere to. Once they know how long we have to fix/respond, they can convey that to their customers at a unit level.

We also found that the customer wants to see what has happened to their trouble ticket.

By allowing them to use and make inquiries on our website, they can see what work is being done on their particular issue.

AFI: Feedback/Communications



CRC recommends:

- Customer Handbook/Guide
 - Manage Expectations (SPO's)
 - Inquiry Tracking (HEAT status)

Now that SPO's know our response times and other expectations, their expectations are managed.

In addition, SPO's can get a status on a ticket submitted, and they know that PSC is working the problem.

The customer knows everything we do, right down to what PSC is doing to resolve their issue/problem.

Other Interest Items



CRC recommends:

- “Customer Call Center”? - “Help Desk”?
Benchmark – potential change
- SPO “Key Customer” Hotline
- Automated Routing of Phone Calls

•SPO’s are internal to the Coast Guard employees seeking HELP or resolution to a problem from whomever answers the phone. CRC recommends changing the name of ‘Customer Care’ to something such as ‘Customer Help Desk’.

•Several SPO’s requested establishment of a HOTLINE specifically for SPO’s. They have been identified as a ‘Key Customer’, and consideration should be given to this request. (Prior to cut? – Resource impacts?)

Other Interest Items



- Password Automation (Already Being Done in T-PAX)
- Internal Benchmark with similar agencies (State HR system)
- SPOs desire more abilities to serve Coasties

•T-Pax password automation was requested a number of times and release 6.09 addressed that issue.

•PSC's initial Benchmark study for the Call Center was focused on commercial enterprises, which service "Customers" rather than "Employees." Since the manner in which an organization addresses the issues and concerns of these two categories, a more appropriate Benchmark study would be of a government human resource department's Help Desk.

•There were a number of requests from all levels of the SWOT analysis in which the respondents expressed a desire to help their fellow Coasties, specifically with regard to Direct Access password resets. This enables SPO's to have more accountability and responsibility with personnel assigned to their AOR.

Feedback Summary



- **Exceeded 90% satisfaction in all areas**
- **Recommendations:**
 - **Create Customer Handbook / Guide (PPPM Chapter?)**
 - **Explore Name Change (Customer Help Desk)**
 - **New Benchmark Study (Government HR/Payroll service providers)**
 - **Password reset functionality @ SPO's (note – Due to AIS security this will not be pursued. Refer to ALCOAST 149/08)**

CRC Methodology



- SPO's Determined to be a Key Customer/Supplier:
 - Questionnaires from Attendees
 - SWOT Analysis in Four (4) Breakout Groups by pay-grade
 - Compare Feedback Obtained from SWOT Analysis (Focus Groups) & Questionnaires

The SPO Questionnaire



- Timeliness
- Accuracy
- Issue Fully Explained / Resolved
- Courtesy
- Process / Organization
- Customer Service, Overall

All feedback, both numerical and qualitative (focus groups feedback) was combined into these groups.

Timeliness



- No distinct preference in the method of contact (discovered through both the focus groups and questionnaires)
- 86% of contacts received response within three (3) days
- 95% Overall Satisfaction w/timeliness of response
27% Highly Satisfied (Delighted Customer)

•Among all levels of participants surveyed, no specific method of contact stood out as a preference; however, the message board was rarely used. This is supported by the data collected through HEAT, which indicates a wide range of contact methods from the field to varying degrees from week to week.

Accuracy



- 82% Received Accurate information to their inquiry
- 97% Used online guides/tutorials
- 95% Satisfaction with accuracy/information
- 31% Highly Satisfied (Delighted Customer)
64% Satisfied

•Being concerned with the quality of information we provide, we inquired as to how often the customer receives accurate information. The recent initiative to increase the knowledge base from junior personnel to senior personnel has shown in the level of accuracy of information received, reaching 82% of the time.

Issue Fully Explained/Resolved



- 99% indicate PSC delivers necessary information
- 92% indicate PSC fully explains answers
- 93% are Satisfied with the responses
 - 23% Highly Satisfied (Delighted Customer)
 - 70% Satisfied

Courtesy



- 73% Feel PSC goes “Above and Beyond”
- 89% Feel PSC communicates with professionalism
- 94% are satisfied with courtesy level of PSC
 - 37% Highly Satisfied (Delighted Customer)
 - 57% Satisfied

Process/Organization



- 53% responded that they “bypass” Customer Care when contacting PSC
- 58% responded they would occasionally or never recommend PSC to others
(Bad Question? – Misinterpreted?)
- 93% were satisfied with process
21% Highly satisfied (Delighted Customer)
72% Satisfied