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PERFECT SERVICE – CUSTOMER CARE INITIATIVE





Perfect Service Process at Department of Public Health

- 2012 – County sent some team members to the Disney Institute.
- Initial DPH Customer Service Committee began meeting in 2015.

We are not are not Disney

What about their principles?

- a. Focuses on every aspect of service delivery – *exceed guest's expectation*
 - b. Promotes quality staff and guest experiences
 - c. Develops, refines and adheres to quality business practices
- Department met with potential consultant (2015).
 - *Inside the Magic Kingdom: Seven Keys to Disney's Success* book assignment (2016)



PHASE ONE

Discovery, Focus Groups and Program Design

April 2016:

Consultant met with Leadership Team members individually to discuss current status of customer service/ideas for improvement.

May 2016:

- Consultant met with supervisors to solicit input regarding issues and barriers.
- Focus groups held with all programs to gain feedback from line staff (no administrators present).
- Information from sessions shared with Public Health leadership.

June/July 2016:

- Co-Design of Perfect Service program, utilizing information from the following:
 - a. Disney Institute Quality Service Program - principles;
 - b. *Inside the Magic Kingdom*;
 - c. Input of Health Director, Leadership Team, and Focus Groups;
 - d. County Managing for Results model.



PHASE TWO

Roll Out of Perfect Service Program

September 2016

- In preparation of Department roll out, all staff received copy of *Inside the Magic Kingdom*.
- Gayle articulated her vision for customer care: *We want to be the best local Public Health Department in North Carolina as a well-prepared, high performing work force that delivers high-quality customer service that meets the needs of our community.*

Fall 2016

- Perfect Service training workshops conducted for Leadership Team, with Storyboarding session focused on augmenting principles of Perfect Service model.
- Workshops held for each program (inclusive of all staff, including Division Directors). Health and Deputy Directors participated in one of the program sessions as well.

Sessions ran for four hours (included workbook) highlighting Perfect Service, communication strategies, utilizing conflict as an opportunity, and principles of teamwork.



NEXT STEPS

Embedding Perfect Service at DPH

-Winter - July 2017

- **Formed Perfect Service Committee** with participants from each Division.
- **Perfect Service Message** from Health Director to Public Health. Stories shared.
- **Build in Continuous Learning Capabilities**, with Quarterly Booster sessions.
- **Met with Contractors so** that our vision for service is their vision.
- **Communication survey developed/administered.**
Identified issues addressed immediately; data shared with Public Health.
- **Leadership Visibility throughout Department.**
Should include more walk-throughs by Executive Leadership.



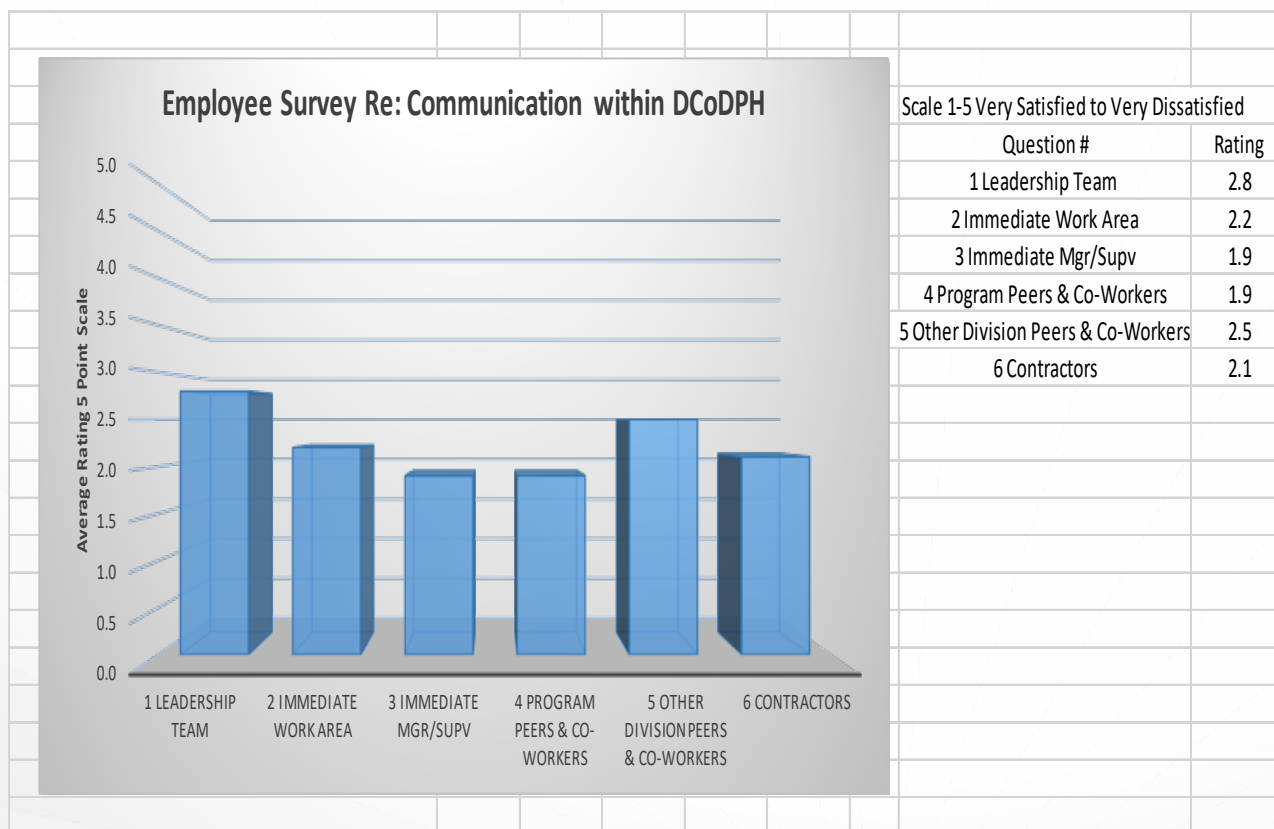
Perfect Service Committee Communications Survey

Dispersed June 2017

Results Shared with Department August 1st

133 Respondents

2,000+ Comments



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Thank You!



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