

## **NASPE Communication Awards**

### **"Customer Service eCampaign"**

#### **State of Georgia**

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**1. Please provide a brief description of the submission.**

The 2009-2010 Customer Service eCampaign was an email- and Web-based communication campaign targeting State of Georgia employees to promote and recognize customer service excellence within state government. Campaign messages focused on five "commitments" expected of all employees: being *helpful, accessible, responsive, knowledgeable* and *courteous*. The eCampaign was implemented by the Governor's Office of Customer Service, which in November 2010 was officially moved to become a program of the State Personnel Administration.

**2. How long has the submission been in existence?**

This eCampaign launched in May 2009 and concluded in December 2010. (A new campaign has launched 2011 to support the administration of newly elected Governor Nathan Deal.)

**3. Why was the submission created?**

In 2006, then-Governor Sonny Perdue established the Office of Customer Service (OCS) to help state organizations improve their services to citizens. To support this effort, OCS pioneered a statewide communications program targeting more than 90,000 state employees in various roles and organizations across Georgia. Overall communication goals were (a) to support Governor Perdue's vision for Georgia to have the best customer service of any state in the nation, and (b) to foster a customer-focused culture of service among employees in all sectors of state government.

What should great customer service look like in state government, especially across a broad spectrum of services? Georgia agency leaders came together to identify five essential qualities of exceptional customer service that relate to virtually any state employee or job: *helpful, accessible, responsive, knowledgeable* and *courteous*. These qualities, called "commitments," were incorporated as key measures in agency strategic plans, employee job descriptions and

annual performance reviews. Thus, employees needed to understand and embrace them in order to succeed.

OCS identified two key objectives for the 2009-2010 eCampaign to support the goals outlined above. The first objective was to drive awareness of five customer service commitments that are expected of all state government and university employees. The second objective was to engage and motivate employees to provide exceptional customer service through these five commitments.

**4. How does this submission support the goals and objectives of your agenda/department?**

OCS executed several communication strategies supporting the stated goals and objectives:

- Set expectations for service excellence by showcasing "real" employees doing it right.
- Deliver messages in a compelling, interactive manner to attract and engage employees.
- Recognize and celebrate examples of exceptional service to continuously reinforce a customer-focused culture.
- Involve state and university employees in the process of creating and telling the messages and stories.

At the outset, OCS invited state employees to help brainstorm fun, catchy slogans to help define and market each of the five commitments. Their choices personalized the commitments, spoke to their pride in public service, and became the key elements in our messages:

- Helpful: "You Can Count On Me."
- Accessible: "Call, Click or Come In. I'm Here for You."
- Responsive: "I'm On It."
- Knowledgeable: "The Right Answer, the First Time."
- Courteous: "Caring Service with a Smile."

Since agencies indicated that email is the best way to reach most employees, the primary component was short, graphical emails, supported by a Web site, [www.GeorgiaCustomerService.com](http://www.GeorgiaCustomerService.com). (NOTE: This site still exists but now supports a different campaign; please see the attached screenshots of the 2009-2010 campaign.) OCS also produced

print collateral for use in common areas and to help reach the small percentage of state employees without email or Web access at work.

The campaign was segmented into five four-month phases, focusing on one "commitment" at a time. Email "postcards," sent twice a month, featured photos of real employees with short, snappy statements demonstrating an action related to one of the five commitments. The e-postcards contained links to the Web site, which featured the full story of the person(s) featured in the email; employee-created videos, photos, tips and kudos; downloadable posters and thank-you cards; interactive trivia and quizzes; and an online form for submitting content.

**5. Have you been able to measure the effectiveness of this submission? If so, how?**

***Quantitative measurements:***

Due to firewall restrictions, OCS could not send emails directly to all state employees, but relied on agencies to forward the messages within their organizations. Agency distribution rates averaged 72% (reaching about 65,000 employees) and ranged as high as 96% (reaching about 86,000 employees). OCS tracked 136,785 Web site visits and 400,000 page views over the course of the campaign. Employees downloaded print-on-demand materials more than 13,000 times. They responded to polls and surveys nearly 20,000 times. OCS received roughly 300 online submissions from employees sharing stories, tips and kudos for colleagues. In addition, OCS noticed a significant increase in site traffic at the end of the first three phases of the campaign, when we offered a prize incentive for completing a quiz related to the content on the site. Based on this data, we began offering quizzes with prize incentives more frequently, which further increased site visits and interaction.

***Qualitative measurements:***

Many agencies worked creatively to increase awareness and support among their employees. For an OCS contest to promote "helpful" service, one agency's employees wrote and performed

an original song, another team wore "helpful" collateral as clothing, and many more shared photos of materials on display in their offices. Employees in many agencies created videos for the Web site, proudly stating their commitment to customer service. For example, several spoke about "why I love my job"; others proclaimed their names and "I'm on it!" In addition, OCS helped generate excitement among the agencies and universities being recognized in the campaign. We saw agency leaders take extra steps to honor and thank their employees with special messages. Several colleges put out press releases to announce the stories with great excitement and fanfare.

To our knowledge, Georgia is the first state to promote common customer-service commitments across its entire workforce. Today, our state employees are united as "Team Georgia," with clear expectations, guidance and recognition for providing exceptional service to citizens. Our efforts offer a powerful model for other state governments seeking to unite their employees under a shared cause.

# Sample email postcard: “Helpful”



**TEAM GEORGIA**  
GeorgiaCustomerService.com

FASTER. FRIENDLIER. EASIER.

We helped a troubled young man turn his life around.

Who have YOU Helped Today?

[» READ OUR STORY!](#)

The postcard features two smiling women on the left. The woman on the left is wearing a bright pink zip-up jacket. The woman on the right is wearing a grey and white patterned top and large hoop earrings. The background is white with an orange bar at the top and a blue bar at the bottom. There is a stylized green leaf logo above the tagline and a blue leaf logo at the bottom right.

Web Site in August 2009 – Featured real employees' tips, stories and photos, plus a “Scavenger Hunt” with clues hidden in the stories to encourage reading

**TEAM GEORGIA**  
GeorgiaCustomerService.com

Home Helpful Accessible Responsive Knowledgeable Courteous Success Stories

## Georgians Can Count on Team Georgia!

A group of employees from the State Personnel Administration sing their hearts out to the song: "You Can Count On Me."

Over the past four months, we've counted on your stories and tips to define Team Georgia's brand of HELPFUL service. Your message is loud and clear: Georgians can count on Team Georgia!

You've shown that being helpful is about taking ownership of your customer's needs, doing whatever it takes to help, acting with compassion and showing that you care. Helpfulness is the foundation for exceptional customer service, and leads to being accessible, responsive, knowledgeable and courteous.

We invite you to take one more look at HELPFUL service in action. Browse this site to read about helpful Team Georgia employees. Then, test your knowledge in our online scavenger hunt for your chance to win a cool prize!

**COOL TOOLS**  
to Print for your Workspace

**SHARE**  
your Tips and Stories

**Join the Scavenger Hunt!**

[About This Site](#) | [Georgia.gov](#) | [Team Georgia Connection](#) | [1.800.georgia](#)

**FASTER. FRIENDLIER. EASIER.**  
**EMPLOYEES SPEAK**

### Do What's Right

"Joy saw a problem and then did what she could do to solve it. She put herself in her customer's shoes." — Praise for Joy Sanders, State Board of Workers' Compensation

[Read Full Story](#)

### Good Goes Around

"Seeing Rudy win an award that is so rightfully deserving has had an unexpected impact on me, causing me to examine my own attitude and motivation at work." — Terri Webster, DeKalb Technical College

[Read Full Story](#)

# Sample email postcard: “Accessible”



The image shows a sample email postcard for TEAM GEORGIA. The postcard has a white background with an orange header bar at the top. On the left, there is a photograph of two people, a man and a woman, both wearing white polo shirts. The man is on the left, and the woman is on the right, wearing glasses. The woman's shirt has a small logo that says "MAC".

**TEAM GEORGIA**  
GeorgiaCustomerService.com

FASTER. FRIENDLIER. EASIER.

**We make learning accessible  
by sight, sound and touch.**

We're here for you.

[» READ OUR STORY](#)

The postcard is set against a purple background. In the bottom right corner of the postcard, there is a stylized graphic of three leaves in shades of purple and green.

# Sample email postcard: “Responsive”



**TEAM GEORGIA**

FASTER. FRIENDLIER. EASIER.

**For a missing woman  
in freezing weather,  
every minute counts.**

We're On It.

[» SEE US IN ACTION](#)

The image shows two men in olive green flight suits standing side-by-side, each holding a helmet. The man on the left holds a white helmet, while the man on the right holds a black helmet. They are both looking directly at the camera. The background is plain white. The text is positioned to the right of the men. The entire postcard is framed by a thick pink border.

# Sample email postcard with quiz

## TEAM GEORGIA



**I return all phone calls  
before I leave for the day.**

*- Bob Bauguss, Dept. of Banking & Finance*

What does Bob call this rule?

Answer this and other questions to win a prize at  
[www.GeorgiaCustomerService.com!](http://www.GeorgiaCustomerService.com)



» **CLICK AND WIN!**



Web Site in April 2010 –

The home page design was refreshed with a video quiz and cool new links

**TEAM GEORGIA**  
GeorgiaCustomerService.com

Home Helpful Accessible Responsive Knowledgeable Courteous Success Stories

**I'm On It.**

**FASTER. FRIENDLIER. EASIER.**

**Click Here**  
To Take the Spring Quiz!

**THANK**  
Someone for Service

**WATCH**  
Employee Videos

**PRINT**  
Materials for your Workspace

**TIPS**  
for Responsive Service

**Responsive Service: We're On It!** As this site shows, Team Georgia can respond to any challenge, from pandemic flu to public safety, unemployment to education, and much more. Today, take one more look at the "responsive" stories, videos, tips and shout-outs shared here by fellow employees. Then, take the [Spring Quiz](#) for a chance to win a cool prize!

**POSTCARDS FROM RESPONSIVE EMPLOYEES**

**TEAM GEORGIA**  
FASTER. FRIENDLIER. EASIER.

I return all phone calls before I leave for the day.  
-Bob Baquist, Dept. of Banking & Finance

What does Bob call this rule?  
Answer this and other questions to win a prize at [www.GeorgiaCustomerService.com](#)

**READ MY STORY**

**TEAM GEORGIA**  
FASTER. FRIENDLIER. EASIER.

For a missing woman in freezing weather, every minute counts.

We're On It.  
[SEE US IN ACTION](#)

**READ OUR STORY**

Print collateral included posters, coasters and stickers (shown here) with the five slogans

