



Teaching Local Governments Sound PrinciplesSM



*“Great Expectations:
Achieving Customer Service Excellence
in the Public Sector”*

Presented by:

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Who Are Our Customers?

“Customers are all the people for whom we provide a product or service.
Everyone who depends on the quality of our work is considered to be a customer.”

Two Types of Customers in the Public Sector:

1) _____

2) _____

Your and/or Your Team’s Internal Customer:

Your and/or Your Team’s Internal Customer Service Rating:

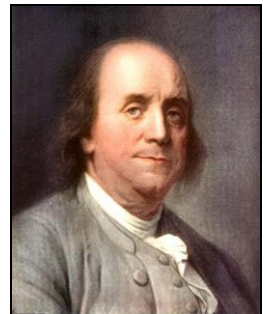
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Goal: _____

Measurement: _____

“To be humble to superiors is duty, to equals courtesy, to inferiors nobleness.”

--Benjamin Franklin



Employees' Top 10 Reasons For Providing Customer Service¹

1. Positive _____ - _____ and personal satisfaction.
2. Reduces _____, makes job easier.
3. Portrays you, team, city in a positive light, i.e., good _____ _____.
4. Keep _____ people in community.
5. Your job depends on it. Citizens pay our _____.
6. Happy citizens "reflect" back positive _____.
7. Citizens and residents more likely to _____ us.
8. Develops _____ _____ and goodwill.
9. Builds _____ and confidence with citizens and residents.
10. Improves employee _____ & productivity.

Top 3 Roadblocks To Municipal Staff Customer Service Excellence



1. Poor _____ skills
2. Bad _____
3. Inability to _____ conflict

¹ Based on in-class surveys of over 300 hundred local government employees between 2005-2012.

Your Customer Service Challenges:

1. _____

Solution: _____

2. _____

Solution: _____

Survey Says:

1. Challenge _____

Solutions: _____

2. Challenge _____

Solutions: _____

3. Challenge _____

Solutions: _____

4. Challenge _____

Solutions: _____

5. Challenge _____

Solutions: _____

6. Challenge _____

Solutions: _____

7. Challenge _____

Solutions: _____

Citizens and Residents Expect . . .

- 1. _____

- 2. _____

- 3. _____

- 4. _____

What Citizens and Residents Do Not Expect

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Alternatives to "That's what policy says." _____

Municipal Customer Service ProgramSM

Headquartered in North Salt Lake City Utah and founded in 2002, The James Madison Group provides specialized customer service, leadership, and supervisory, training; facilitation; surveys; and consulting for the public sector; including over 140 cities, towns, villages, counties, special districts, school districts, and state and federal government agencies throughout the United States. Over 18,000 employees in 13 states have benefitted from our uniquely public sector employee development approach.

The objectives of the *Municipal Customer Service ProgramSM* are to:

- ❖ Teach sound customer service principles that work in the real world of local government.
- ❖ Develop your employees' customer service skills in community relations, inter-personal communication, conflict resolution, productivity, and teamwork.
- ❖ Help employees maximize their strengths and identify and develop areas needing improvement.
- ❖ Create a high-powered customer service team that will build the local government and community through superior customer service.
- ❖ Work with municipal employees to set customer service individual and team standards and, if desired, to create or update your customer service slogan.

We have provided customer service training to every imaginable municipal department, including: courts, public utilities, public works, public safety, library, parks & recreation, clerks, animal control, building, planning, zoning, code enforcement, and many more. We can either customize the *Municipal Customer Service Program* for a particular department needing improvement or get a variety of personnel from multiple departments working together as a more integrated and unified customer service team.

The *Municipal Customer Service Program* is divided into four four-hour sessions, entitled:

1. "Communication Excellence in the Public Sector: Cultivating Customer Relationships"
2. "Great Expectations: Achieving Customer Service Excellence in the Public Sector"
3. "How To Hold a Hot Potato: Professionally Handling Upset Citizens and Difficult Behavior"
4. "Teaming Up to Better Serve the Citizens and Residents: From the Inside Out"



Brian Muir, Principal of The James Madison Group, will facilitate your Municipal Customer Service ProgramSM. In addition to serving a term on the North Salt Lake City Council, one year as Mayor Pro Tem; and earning his MPA from Brigham Young University, he has trained over a hundred municipal teams and over 8,900 local government employees and managers over the last 11 years.

He has researched the unique problems facing municipal government in providing exceptional services to the citizens, residents, and businesses of their community. He will continue with this research with your employees in a laboratory of local government learning. Call him at 800-400-3492 or email him at bmuir@jamesmadionsgroup.com.