

NYC Customer Service Newsletter

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NYCertified Volunteers Recognition Ceremony

In April, 106 City agency volunteers were recognized at a ceremony at The Surrogate's Courthouse in Lower Manhattan as the first graduates of the NYCertified Language Assessment and Training Program. Guest speakers included Carol Robles-Roman, Deputy Mayor; Fatima Shama, Commissioner of the Mayor's Office of Immigrant Affairs and Diahann Billings-Burford, Chief Service Officer of NYC Service. They presented certificates and NYCertified lapel pins to the volunteers. The ceremony concluded with group photographs and refreshments.

Commissioner Shama shared a story about a NYCertified volunteer who was on a NYC bus and saw the driver having difficulty communicating with a passenger in English. The driver asked if anyone spoke Spanish and a female passenger

offered her assistance. When the Spanish-speaking passenger got off the bus, the woman who interpreted announced that she had just passed the NYCertified Spanish language verbal assessment!

With the help of Jacob Cespedes, Chantal Valencia Lawrence, and Beatriz Lorenzo - NYC Civic Corps members who assisted in building the NYCertified program - the Mayor's Office recruited the first group of volunteer employees who completed the pilot program. Language Bank Liaisons from over 20 City agencies also helped recruit 300 more volunteers who will be part of the next group of NYCertified volunteers. For the pilot, volunteers with Spanish, Chinese (Cantonese and Mandarin), Russian and Haitian Creole skills participated in language proficiency assessments

and interpretation or translation training. Each NYCertified pilot volunteer took either a verbal or written proficiency assessment. They then completed a 7-hour training program in either interpretation (oral) or translation (written) skills. These volunteers are now certified by the City to translate and interpret in a foreign language, and will be able to assist individuals who seek services from the City in the customer's native language.

The Mayor's Office is accepting applications for volunteers who wish to become NYCertified. Volunteer participation in the City's Language Bank will greatly enhance the City's ability to deliver language assistance services. For more information, City employees can log on to: <http://Cityshare.nycnet/nycertified>.



NYC Certified Volunteers group photo at Surrogate's Courthouse

OATH Customer Feedback Survey Results

Total customer surveyed= 1,224

Overall customer service= 83% excellent or good

Clarity of rules and information= 82% excellent or good

Professionalism and courtesy= 88% excellent or good

Site cleanliness= 87% excellent or good

Convenience and accessibility= 82% excellent or good

OATH Walk-in Centers

OATH

40 Rector Street, 6th Floor
New York, NY 10006

ECB

Brooklyn

233 Schermerhorn Street, 11th Floor
Brooklyn, NY 11201

Bronx

3030 Third Avenue, Room 250
Bronx, NY 10455

Manhattan

66 John Street, 10th Floor
New York, NY 10038

Queens

144-06 94th Avenue, Main Floor
Jamaica, NY 11435

Staten Island

350 St. Marks Place, Main Floor
Staten Island, NY 10301

OATH Customer Feedback Survey Results

The Office of Administrative Trials and Hearings (OATH) now has two tribunals: the Administrative tribunal, which adjudicates cases referred by City Agencies, and the Environmental Control Board Tribunal, which adjudicates violations of City laws protecting healthy, clean, and safe environmental conditions. The Administrative tribunal has one office in Manhattan and the ECB tribunal has an office in each of the five boroughs.

Citywide, OATH has approximately 60 customer service representatives available to help customers. From July 1, 2009 through September 30, 2009, Customer feedback surveys were administered at all six OATH locations. The

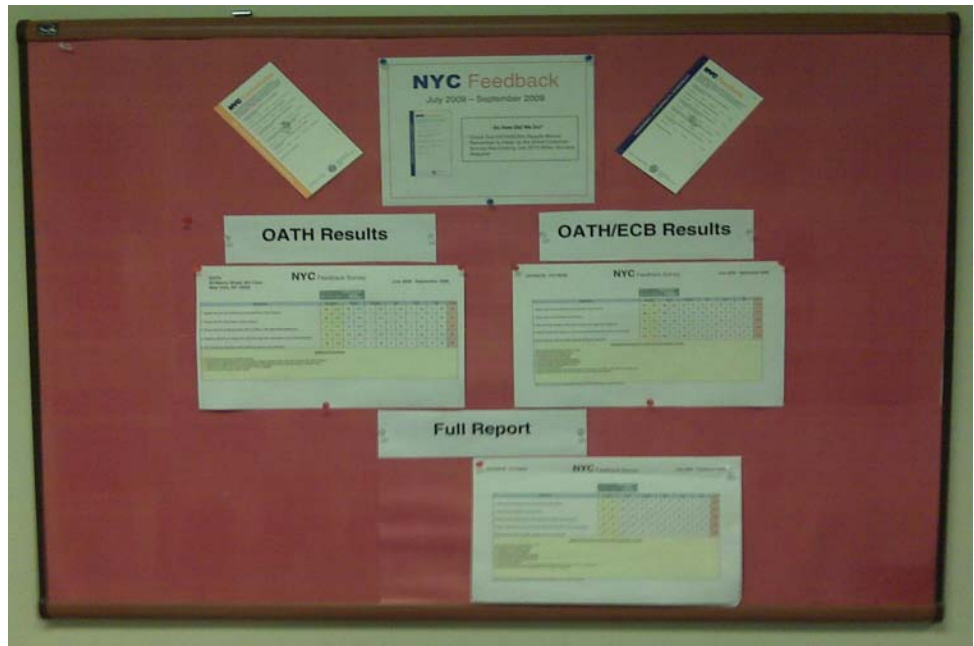
surveys were printed in English and Spanish. OATH surveyed 1,224 people citywide with 90% of those surveyed finding the customer service to be average or better. Over 12% of those surveyed provided an additional comment complimenting the customer service staff. Results from the surveys were emailed to all staff and posted in common areas, such as the kitchen at the Administrative tribunal office as pictured below. (Please refer to the table on the left for the full results.)

In December 2009, as a result of the merger and in order to standardize good customer service at both tribunals, 50 customer service representatives attended "Great Service. Great City." training hosted at OATH's

Administrative location. "Great Service. Great City." is a training program developed by the Mayor's Office of Operations Customer Service Group that was tailored and taught by four of OATH's own customer service trainers.

OATH will resume its customer feedback surveys this July 1, 2010 through September 30, 2010. In addition to being available in English and Spanish, they will also be in Chinese and Korean. OATH hopes that, as a result of the "Great Service. Great City." training, its customer service feedback results will be equal to or better than last year's results.

For more information please contact Anna Mistretta, AMistretta@oath.nyc.gov



Customer Feedback Survey results posted in OATH kitchen bulletin board.

Parks Greeter Corps

Looking for a chance to volunteer within your community? Consider the Parks Greeter Corps. Volunteers in the corps come from all walks of life and work towards improving the park-going experience in their community.

Greeters offer a welcoming presence at the entrance to parks, inform patrons of the available amenities and programs, gauge the public's

opinions and interests, and serve as eyes and ears for the park's condition and environment. Parks greeters love the parks, enjoy interacting with people, and want to make a positive difference in the community.

Just ask Jacob Okam. This fifty-eight year old Nigerian businessman loves volunteering because he considers himself a "devoted human being." Jacob became aware of the Greeter

program through the Parks website and states that his passion for nature led him to search for ways in which he could volunteer his free time and contribute to his neighborhood parks and beaches.

Interested in signing up or learning more about the greeter corps? Visit, www.nycgovparks.org/sub_opportunities/volunteer/greetercorps.html and do something great for your community.



Patient Satisfaction is Key at Health Department Clinics

Patient satisfaction is a top priority at the Health Department. So that clinics meet the highest standards of customer service, the Health Department's Call Center now conducts telephone surveys of people who recently sought clinic services. This new method provides data on patients' experiences and serves to improve agency services.

Previously, patients had been surveyed through paper questionnaires at

Health Department clinics, which was costly and time-consuming. The response rate averaged 20%; now the response rate is more than 40%.

Patients are surveyed on a variety of topics, including quality of care, wait times, and facility cleanliness. Results are rapidly disseminated to help Health Department clinics enhance patients' experiences. Results are also analyzed by DOHMH's Patient Satisfaction Customer Service Committee. This

group, coordinated by the Division of Finance and Planning, includes human services staff from various disciplines.

This new method of collecting customer survey data works well. The Health Department will continue to explore ways to establish the Patient Satisfaction Survey as a cornerstone to measure the services provided to all DOHMH patients.

Contact: Lisa Heine, RN, MS, CPHQ, 212-788-4757

DOHMH Clinic Facts by Bureau/Program and Number of Patient Visits (1st Quarter 2010)

Bureau of Tuberculosis Control
Clinics = 9
Patient Visits = 18,079

Bureau of Immunization
Clinics = 4
Patient visits = 14,730

Employees' Health Program
Clinics = 1
Visits = 499

DOHMH's Patient Satisfaction and Customer Service Committee

Pictured (left to right): Alzen Whitten, Newborn Home Visiting Program; Evelyn Brown, Nurse-Educator Nurse-Family Partnership; Carlos Espada, Call Center; Keiko Sakagami, Communications; Daiana Igbal, 311 Coordinator, Bureau of Communication; Carol McDonald, Bureau of Immunization; Thomas Terilli, Bureau of STDC; Rosemary Osorio, Call Center; Cheryl Herbert, Bureau of TBC; Susie Collazo, Employee Health Program; Dan Lehman, Finance and Planning (Chair) and Paulina Ganem, Clinical Quality Management and Improvement (co-chair).

Not pictured: Zachary Edelstein and Diane Rohlsen, Human Resources; Training and Professional Development; James Durrah, Operations; Lisa Heine, Clinical Quality Management and Improvement



CORE Program History and Facts

- Established summer 2008
- Over 900 inspections conducted since 2008
- Current inspections conducted by 10 inspectors from SCOUT Team

CORE Inspectors Rate City's Walk-In Facilities

What does it feel like to be a customer in one of the City's walk-in centers? Are the centers free from litter and graffiti? Does it take long to get through security? Are customers treated professionally? Is there translation or interpreter help available? During June, CORE Inspectors visited over 300 walk-in facilities in June to answer these and other questions.

CORE, or the Customers Observing and Reporting Experience Program, began the summer of 2008 to rate customer service at walk-in centers. "Mystery shoppers", consisting of staff and interns from the Mayor's Office of Operations, visited walk-in centers and requested services or information. In 2009, CORE inspections were assigned to the Street Condition Observation Unit (SCOUT) program. SCOUT inspectors are trained observers who

each month drive all City streets and identify conditions that need to be corrected by the City. These inspectors are now trained to conduct CORE inspections. SCOUT inspectors do strictly visual inspections of conditions, without asking for services or information.

CORE inspections are coordinated by Alfredo "Al" Tuse, who administers the SCOUT program. Al leads the training and assignments of the SCOUT team, and ensures that inspectors understand the rating criteria and that inspectors cover all five boroughs. For the June 2010 inspections, CORE also received input on the inspectors' manual from agencies on the Customer Service Steering Committee's Walk-In Facilities Subcommittee. This input helps to ensure that rating criteria is valid.

CORE inspectors visited over 300 locations,

including places like HRA Food Stamp offices, NYPD Tow Pounds, and DCAS Job Application facilities. Inspections covered the physical condition of the site; the building security process; the availability of interpretation and translation services; and overall customer service professionalism and courtesy. Inspectors rated conditions as follows: Poor; Fair; Good; and Excellent.

The June 2010 CORE scores will be analyzed during July. Scores reflecting the condition of the internal facility service center will be made available online via the Citywide Performance and Reporting (CPR) system, and will be published in the September 2010 Mayor's Management Report.

For more information on the CORE Program contact Alfredo Tuse at atuse@cityhall.nyc.gov.



Dirty bathroom



Missing floor tiles



CORE Inspector rates walk-in center using Inspector's Manual to rate conditions and blackberry to enter ratings.

FDNY Will Use Federal Grant to Improve Fire Safety Education to Customers

In April, the Federal Emergency Management Agency (FEMA) and the Department of Homeland Security (DHS) awarded the New York City Fire Department (FDNY) a \$900,000 grant to incorporate new technology into its fire safety education program. This new technology, which includes multilingual presentation software, tracking software to evaluate traffic on the FDNY website, and informational touch-screen kiosks, will better educate City residents about fire safety.

The Fire Safety Education Unit, staffed by dedicated FDNY Foundation-funded retired firefighters, strives to meet all requests for presentations and is available on weekends and evenings. In fiscal year 2010 (through May 31, 2010) the Unit has provided more than 5,000 presentations to over half a million people, and distributed 14,864 smoke alarms and 101,248 batteries. This past fiscal year, the Unit reached several major goals including: updating the Senior Citizen Fire Safety booklet and strengthening relationships with senior service organizations, developing fire safety material for people with disabilities and their caregivers, expanding the availability of fire safety material in multiple languages, and beginning to update the FDNY and FDNY Foundation

websites.

A significant goal of the new program expansion is to better reach students, the elderly, and the deaf and hard-of-hearing communities that are especially at-risk and vulnerable. Using the new presentation material -- which features animations, videos, and professional narration -- teachers, caretakers, and other fire safety educators will teach New Yorkers how to avert and handle fires and other emergencies.

These new presentations will be geared toward their audiences, with unique sessions each for different-aged students, their parents, the elderly, and the disabled. Interactive exercises for students, which incorporate subjects like Math, Science, and Language Arts, will be available to use during the presentation or can be distributed to audiences to use at home and shared with friends and family.

In addition to modernizing fire safety education presentations, the awarded grant funds will also be used to update the FDNY Foundation website, providing guides for presenters as well as resources for their presentations and take-home information and exercises. This material, as well as general fire safety information, will be available on the FDNY website in the City's top six spoken languages.

To further improve the websites, the FDNY and the FDNY Foundation will use tracking software to collect data on the number of hits each webpage gets for fire safety information. This will be used to develop and improve the sites to better serve their visitors. In addition, user-friendly registration for program participants – with prizes awarded for participation – will provide the Fire Department with a more detailed picture of how many participants used the program, what demographics they represent, how long they used the program, and on what sections they spent their time.

In line with using technology's endless possibilities to reach more New Yorkers faster, the FDNY Fire Safety Education Unit will also be placing touchscreen kiosks in central, highly visible, and widely accessible locations throughout the City. These kiosks will help the FDNY reach even more New Yorkers with information about fire safety and will deliver it in a modern, interactive, and engaging fashion.



Fire Safety Poster in Yiddish for Jewish holidays

Milestone 311 Calls

- The first call to 311 was at 12:01am on March 9, 2003 a complaint about loud noise from a neighbor's party in Jackson Heights.
- The 50 millionth call was at 9:55am on June 20, 2007, an inquiry on how to start a day care center.
- The 100 millionth call was at 11:49am on May 9, 2010, a complaint about an abandoned vehicle.

100 Million Call Milestone at 311

On Sunday, May 9 at 11:49am Call Center Representative Sion Nathan received the 100 Millionth call to 311. Mayor Bloomberg recognized the significant milestone by answering a call the following day using the "Great Service. Great City." customer service guidelines. In recognizing the

achievement at a press conference the Mayor said "311 has truly revolutionized how New Yorkers communicate with their government...it has been a key to making City services more efficient and accountable."

Since its launch in

March, 2003, 311 has received over 100 million calls with 87 percent of calls answered in 30 seconds or less, and an average speed of answer of 15 seconds – exceeding call center industry standards, and now averages 53,000 calls per day.



CCR Sion Nathan and Supervisor Kathleen Saunders discuss the 100 millionth call with Mayor Bloomberg at the 311 call center.

A Reporters' Behind-the-Scenes Look at 311

In May 2009, 311 added one additional call center representative for a week. New York Times reporter Elissa Gootman took on the challenge of learning the 311 system and serving New York City customers for a full week. As part of a feature story "Insights From a Week as a 311

Operator in N.Y". Ms. Gootman detailed her experiences as a call-taker from the challenging to the amusing. To read more about her first-hand experience and get a flavor of the types of calls and variety of customers that use NYC311

everyday check out her article online (<http://nyti.ms/dx9J76>).



The NYC Customer Service Professional Certificate Program

The Mayor's Office and the Citywide Training Center (CTC) recently created the NYC Customer Service Professional Certificate Program for customer service staff, managers, and supervisors. This program emphasizes the key elements of customer service excellence, promotes an environment of customer-friendly service in all City

agencies, and develops consistent, transparent customer service values, expectations and standards for front-line staff.

Certificate candidates complete three core courses and one elective. Core courses will be administered through the Citywide Training Center or by a qualified agency training director or

trainer; elective courses will be administered through CTC. Costs for each class are indicated in the catalog and on the CTC class schedule at <http://www.nyc.gov/html/dcas/html/resources/ctchome.shtml><http://www.nyc.gov/html/dcas/html/resources/ctchome.shtml>.

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Elizabeth Weinstein
Director of Agency Services

NYC Customer Service Professional Certificate Program

Core Courses:

1. Making the Connection: Excellence in NYC Customer Service

This course focuses on the vital role that agency staff play in providing superior customer service and connects their job to the way the public perceives City government. In this workshop, participants will develop an understanding of the City's customer service values and define who our customers are. They will also role-play scenarios in order to develop positive communication strategies for managing challenging customer situations – helping staff develop skills that will allow them to connect with their customers.

2. Customer-Focused Writing for Clear and Effective Communication

The Customer-Focused Writing course gives agency employees the tools and techniques to evaluate documents for six customer-centric criteria: clear purpose, relevant information, simple language, active voice, clean design, and reading level. The course emphasizes the importance of clear and effective communication and delivering the right message to agency customers.

3. NYC Cultural Appreciation

The NYC Cultural Appreciation focuses on cultural awareness and sensitivity as an integral part of delivering excellent customer service. Through this training, participants increase self-awareness about personal values, motives, and beliefs, and understand how these impact their interactions with customers.

Elective:

4. Job-specific skills training course

This selected course should improve upon customer-service related skills that enhance the employee's job performance or function. This course must be approved by the Customer Service Group and the Citywide Training Center. All NYC Customer Service Professional Certificate Program elective courses are indicated throughout the CTC catalog and on the following page.

Application and Letter of Recommendation:

After finishing the core and elective courses, candidates will complete a CTC application and obtain a letter of recommendation from their supervisor or manager. Supervisors then submit these documents to the CTC.

About the Customer Service Group

The Customer Service Group (CSG) was established by Mayor Bloomberg's Executive Order 115 to support and implement the mandates of the order. CSG is part of the Mayor's Office of Operations.