

Ten *Business Customer Service* Goals for One-Stop System Design

Outcome: Customer satisfaction through the continuous improvement of the procedural aspects of system services.

1. Business customers receive accurate information on the system and partner services no matter where they enter the system, whether a program partner or the center. *(This requires cross-informing and cross-marketing.)*
2. Business customers are be linked with all needed, wanted, appropriate services within the system no matter where they enter the system. *(This requires cross-informing and a common definition of a quality referral.)*
3. Business customers are never referred to another system partner program for which they are not likely to be eligible and which does not have current availability. *(This requires cross-training, inter-agency technology, and up-to-the-minute information on participation levels.)*
4. Business customers never need to give repetitive information to any system partner program which has already been collected by another system partner or the center; while additional information may be needed by partner, it will add to existing information already collected by the system and its partners. *(This requires sharing customer information system-wide.)*
5. Business customers will never be required to engage in repetitive customer profiling, needs assessment, or sales visits -- all partners will accept the outcomes and data of other system partners. *(This requires standards agreed to by and utilized by all system partners.)*

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6. Business customers have a single point of contact (this may be a person, or describe a process) within the system; customers will never have multiple contacts for the same services at the same time. For some businesses, an “account manager” will be a concierge who arranges for other services to be delivered. *(This requires system account management standards, cross-training, and frequent communication.)*
7. Business customers have easy and rapid access to all center and system partner programs; with no prolonged waiting time for the initial service or between service steps, particularly when multiple services are provided by partners. *(This requires system and program process mapping, data collection, cycle times, benchmarking, and continuous improvement.)*
8. All business customers, whether they come in initial contact with a program partner or the center, are offered an appropriate service somewhere in the system. *(This requires cross-training, customer demand analysis, and service variety, development, and expansion.)*
9. Business customers continue within the system (even if not within a specific partner program) until their goals have been met. *(This requires cross-partner program elements to be included in customer service plans and ensuring next steps, through linking the customer to the next program partner.)*
10. Business customers are given the opportunity to give feedback on each program and system process step for continuous improvement of programs and the system. *(This requires standardized customer feedback methods, sharing of customer data, collection of both program and system data, and joint work teams for improvement.)*

Excepted from “Business Champions: Designing and Delivering Responsive Business Services” training session.