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INFORMATION:

CharMeck 311 Quality Assurance and Customer Service

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Providing “World Class” customer service is a priority for CharMeck 311. Customer Service Representatives (CSRs) are the first point of contact for City and County information. Service is delivered in one of three ways: entering service requests, providing information, or connecting callers directly to a department representative when specific expertise is required. To ensure services meet a high standard of excellence, CharMeck 311 utilizes a variety of initiatives for continuous improvement:

- Approximately 500 citizen interactions are monitored monthly by supervisors and the Quality Assurance team
- When needed, refresher training is provided for improved interactions
- Monitoring scores are included as a performance metric used with monthly and yearly evaluations
- Recognition activities acknowledge and encourage positive recurrences of great service.

To jump start the new fiscal year and emphasize the expectation of “World Class” customer service a “Fireworks Frenzy” monitoring blitz was implemented on July 4, 2014. During the monitoring blitz, supervisors monitored 764 interactions but with a new twist. Instead of monitoring their own employees they completed cross monitoring for other employees. This reenergized both the supervisors and CSRs with fresh data and feedback. The frenzy, awards and recognition board created a buzz and a renewed sense of pride with the constant message: “Excellent customer service is critical to the success of CharMeck 311.” Maintaining this momentum throughout FY15 is a top focus area for CharMeck 311.

ATTACHMENTS:

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