



OneHB Customer Service Excellence Initiative

May 2, 2023

OneHB Customer Service Excellence Initiative



Goal: *A value-driven customer service culture throughout the City of Huntington Beach that permeates every aspect of City operations and every touch point the City has with its residents, businesses, and community members.*

Comprehensive Assessment

(Community meetings, stakeholder interviews, mystery shops, online survey, etc.)

Customer Service Training for All City Employees

Customer Service Study Session for City Council and Leadership Team Training

Customer Service Seminar for the HB Business Community and Public

Develop and Implement a 12-month action plan for continuous improvement

Delivering a World-Class Customer Experience

Presented for the
City of Huntington Beach

by Dennis Snow



Look At Everything
Through the *Lens of
the Customer*

Pre Surgical Testing
Blood Testing



401 - 410



4 East & 4 West



412 - 429



CCU
Coronary Care Unit



ICU
Intensive Care Unit



Intermediate
Care Unit



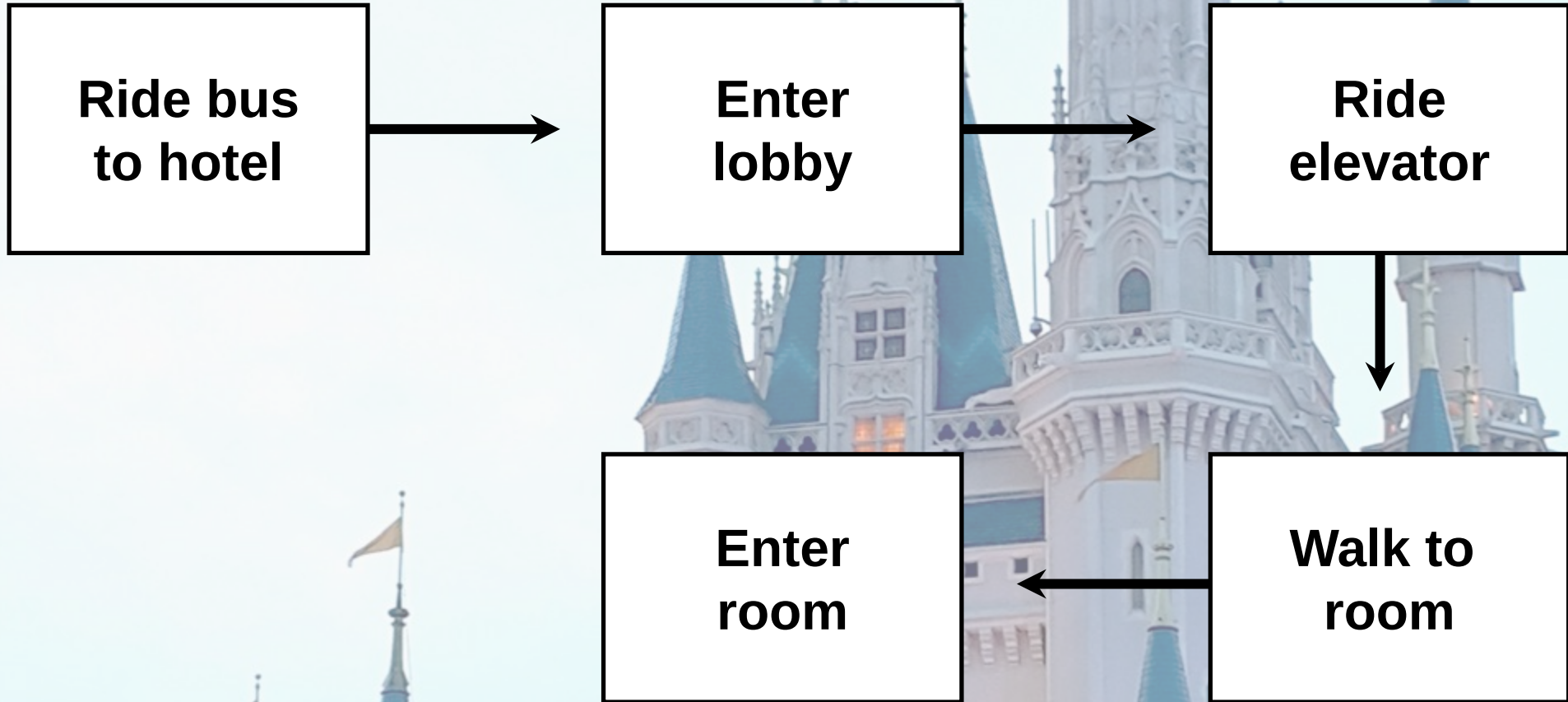
Laboratory
& Pathology



Pre Surgical Testing



Service Mapping





2

Pay Attention to
the Details:
Everything Speaks





“Attitudinal”

Everything Speaks

Everything Speaks

Everything Speaks Distracter	Everything Speaks Commitment



3

Create
Moments of Wow



Mousetronaut Certification

This is to certify
that you will be fully
qualified to experience
the high-speed,
intergalactic thrills of
Space Mountain when
you can stand as tall as
the posted signs
(without the aid of zero
gravity).

I was tall enough
to ride on _____.

Magic Kingdom®

RM55050 546937 8/04

© Disney



**Lens of the
Customer**



**Everything
Speaks**



**Moments of
Wow**

Leading a Culture of Service Excellence

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by Dennis Snow



“Inculturate”
service excellence

HELLO MERHABA OLÁ
ЗДРАВСТВУЙТЕ HI 你好
CIAO 你好 HI HOLA
HALLO HI HOLA
GUTEN TAG HELLO 今日は
CZEŚĆ SALUT SERVUS
नमस्कारं HI SALUTON BONJOUR
HALO おっす O 안녕하세요
SERVUS VITAYU ПРИВЕТ
SALUT ПРИВЕТ ЗДРАВСТВУЙТЕ
HELLO SALAM OLÁ CZEŚĆ
GUTEN TAG

1

Use the language

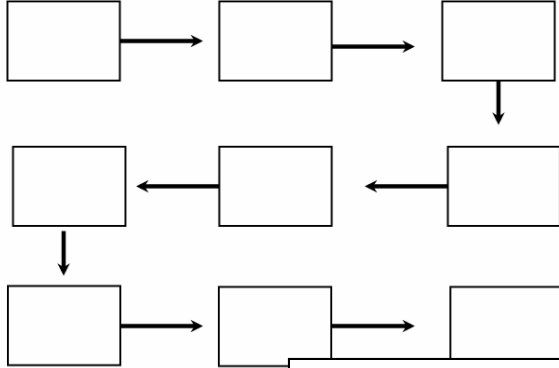


2

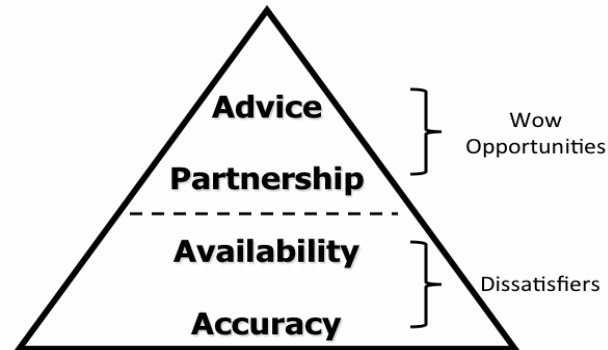
Use the tools

Service Improvement Tools

Service Mapping



Create Moments of Wow



Everything Speaks

Everything Speaks Distracter	Everything Speaks Commitment

Service Improvement Meeting

1. Put employees at ease by holding the meeting in a distraction-free environment. Silence cell phones, etc.
2. State the purpose of the discussion: To identify obstacles that are in the way of delivering exceptional customer service.
3. Re-emphasize that continuous improvement is not directed at blaming people, but at improving processes.
4. Establish a cooperative environment at the meeting, following the rules for successful brainstorming.
5. Decide on a customer process on which to focus.
 - Ask, "What operational barriers impede our ability to provide exceptional service every time with this process?"
 - Set allotted time for brainstorming.
 - Record all obstacles on a flipchart or worksheet.
 - Encourage all participation, not permitting critical comments.
6. After discussion, select one or two obstacles that are a major source of customer complaints and frustration.
7. Generate as many potential solutions to the obstacle as possible. Often, the solution will be generated on the spot. The key is to keep an open mind and build on ideas. While not every solution presented will be feasible, it's important to respect the contribution.
8. For those solutions that will require time and study to implement, discuss and agree on who will be responsible to work on a solution and others who need to be involved. The more involvement from the team, the greater the resulting buy-in.
9. Set a date to report back on the status of the obstacle and solution.



3

**Train & Communicate
Relentlessly**



4

Hire the Right People

Interviewing and Selection





5

Hold **EVERYONE**
accountable for service
excellence



Never let the **coaching
moment go.**



Never let the **recognition
moment go.**



6

**Walk-the-talk of
service excellence**



1

Use the Language



2

Use the Tools



3

Train and Communicate
Relentlessly



4

Hire the Right People



5

Hold EVERYONE
Accountable



6

Walk the Talk

Leading a Culture of Service Excellence

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