



# **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



1

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

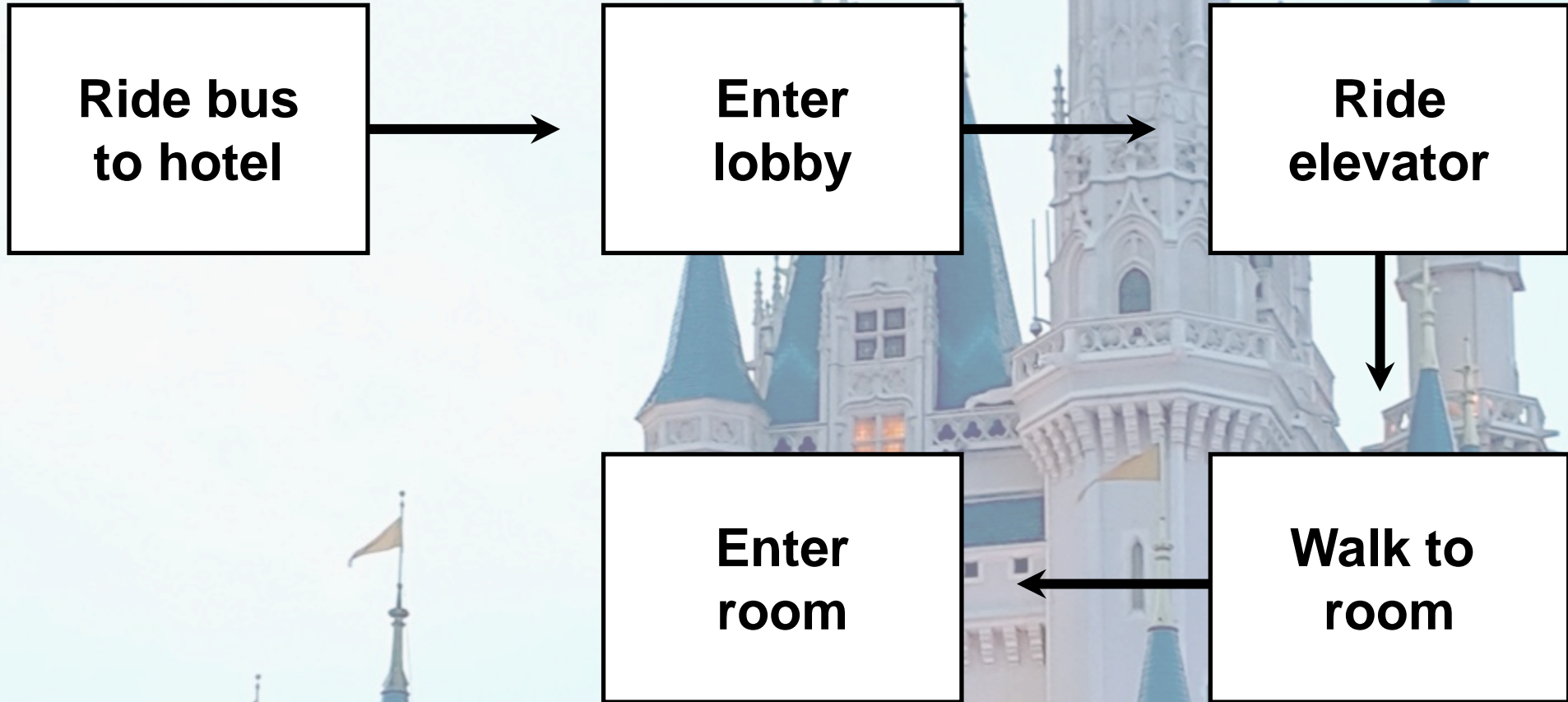


Pre Surgical Testing





# 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**

**Presented for the**  
**City of Huntington Beach**

**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



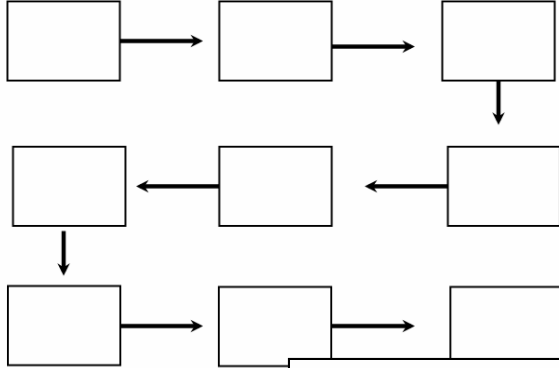


2

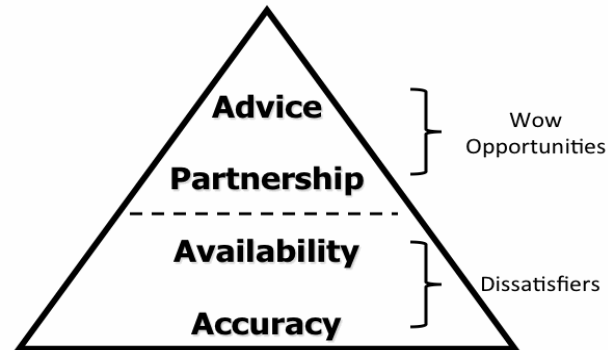
**Use the tools**

# 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

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