



**FASTER. FRIENDLIER. EASIER.**



## **SFY08 CUSTOMER SERVICE IMPROVEMENT PLAN**

### **SECTION I. EXECUTIVE SUMMARY**

#### **Institution Overview**

Institution:	Abraham Baldwin Agricultural College	Date of Submission and/or Revision:	June 1, 2007
President:	Dr. David Bridges	CS Champion: (Contact)	Diane Kilgore
Contact Phone:	229-391-5070	Contact e-mail:	<a href="mailto:dkilgore@abac.edu">dkilgore@abac.edu</a>

Our Commitment: To provide the best customer service of any state in the nation.

Please Provide a Brief Statement for Each of the Following:	
Description of Institution:	Abraham Baldwin Agricultural College—a state college within the University System of Georgia—is a residential institution offering certificates, associate degrees in a broad array of disciplines, and baccalaureate degrees in targeted fields. With a statewide mission in agriculture and strong programs in the liberal arts, nursing, business, natural & physical sciences, social sciences, and physical education, ABAC serves students with diverse educational and career goals. Its customer base includes traditional/non-traditional students who are commuter/residential as well as South Georgia communities, individual citizens, businesses/employers, and government.

<p>Institution Mission:</p>	<ul style="list-style-type: none"> <li>❖ Commitment to excellence and responsiveness</li> <li>❖ Commitment to a teaching/learning environment that sustains instructional excellence</li> <li>❖ Commitment to a high quality education that provides well-chosen associate and baccalaureate programs designed to meet the educational and economic development needs of the local area;</li> <li>❖ Commitment to public service, continuing education, technical assistance, and economic development</li> <li>❖ Commitment to scholarship and creative work</li> <li>❖ Supportive campus climate, necessary services, and leadership and development opportunities, to educate the whole person</li> <li>❖ Cultural, ethnic, racial, and gender diversity appreciation</li> <li>❖ Collaborative relationships</li> </ul>
<p>Institution Customer Service Vision:</p>	<p>Building upon a rich tradition, ABAC is a diverse learning community, inspiring excellence in our teaching and learning, developing strong educational and economic partnerships, and serving as a global gateway for our students.</p>

<p>Institution Strategic Goals for SFY08 (Related to Customer Service)</p>
<ul style="list-style-type: none"> <li>➤ Transition from two-year college status to state college offering well-chosen baccalaureate degrees.</li> <li>➤ Creating an integrated, diverse learning environment that promotes the highest levels of student success</li> <li>➤ Developing programs that foster a sense of community among faculty, staff, and students</li> <li>➤ Aggressively pursuing public/private and community partnerships to expand learning opportunities, locally and globally</li> <li>➤ Collaborating with four-year institutions to expand degree opportunities</li> <li>➤ Restoration and construction of physical facilities that foster student learning and greater community involvement</li> <li>➤ Infusion of technology into student learning, teaching, and support services</li> <li>➤ Refinement of services that enhance student development and academic success</li> </ul>

Overview of the SFY08 Customer Service Improvement Plan Highlight Areas for Improvement and Major Actions Planned

The overall goal of the College's FY08 Customer Service Plan is to provide improved communications to, from, and within ABAC via three channels--an Information Center, a Call Center, and an on-line KnowledgeBase.

- The Information Center will greet visitors to the campus and be fully knowledgeable of all facilities usage so that visitors can be assisted quickly and accurately.
- The majority of incoming calls to college will be directed to the Call Center. The goal of the Call Center, housed within the Information Center, is to ensure that callers receive fast, friendly and accurate personal service.
- The development of an on-line KnowledgeBase will serve the Call Center employees as they assist visitors and callers. This web-based database of information will also serve visitors who visit the college's web site.

**Key Programs**

Key Program:	ABAC Information Center	
Area of Improvement:	Support to campus visitors	
Primary Customers Impacted (include internal and/or external):	Any visitor to ABAC campus including potential students and their families	
Number of customers (approximate) impacted by this program:	2,000 annually	
Number of employees impacted by this program:	25 (high visibility staff in key buildings)	

Key Program:	ABAC Call Center	
Area of Improvement:	Incoming call processing	
Primary Customers Impacted (include internal and/or external):	Anyone calling ABAC's published information phone numbers including potential students and their families	
Number of customers (approximate) impacted by this program:	10,000 annually	
Number of employees impacted by this program:	50 (staff in offices currently listed in phone directory)	

Key Program:	KnowledgeBase	
Area of Improvement:	Information available on the college's web site	
Primary Customers Impacted (include internal and/or external):	Faculty, staff, students (current & potential), and anyone else looking for ABAC information	
Number of customers (approximate) impacted by this program:	5,000	
Number of employees impacted by this program:	200	

(Copy and repeat table as needed)

Total number of employees impacted by all key programs:	200
Total number of employees in the agency:	300
Total number of customers (approximate) impacted by all key programs:	17,000

**SECTION II. SUMMARY OF KEY PROGRAMS, AREAS OF IMPROVEMENT & ACTIONS**

<b>Key Program:</b>		ABAC Information Center		
<b>Area of Improvement:</b>		Support to campus visitors		
		Which Customer Service goals are impacted? (Check all that apply)		
		Faster (Process)	Friendlier (People)	Easier (Access)
<b>Action:</b>	Construct physical Information center at front of campus and add directional signs to center	X	X	X
<b>Action:</b>	Carefully select and train employees to operate center with supervision by current employee	X	X	X
<b>Action:</b>	Capture baseline data via visitor log and "Excellence in Service" survey	X	X	X

<b>Key Program:</b>		ABAC Call Center		
<b>Area of Improvement:</b>		Incoming call processing		
		Which Customer Service goals are impacted? (Check all that apply)		
		Faster (Process)	Friendlier (People)	Easier (Access)
<b>Action:</b>	Assess published College phone numbers and make changes	X	X	X
<b>Action:</b>	Carefully select and train staff to answer phones with supervision by current employee (part of customer service training for Q1 and Q2)	X	X	X
<b>Action:</b>	Gather baseline data to determine effectiveness of the Call Center (Among the data to be collected will be a call log to determine if Call Center has reduced "erroneous" incoming calls)	X	X	X
	Redesign auto-menu to streamline incoming calls quickly per baseline	X		X

	data			
Action:	Include target items on "Excellence in Service" survey to assess effectiveness of Call Center	X	X	X

(Copy and repeat table and/or add rows as needed)

Key Program:	On-Line KnowledgeBase			
Area of Improvement:	Information available on the college's web site			
		Which Customer Service goals are impacted? (Check all that apply)		
		Faster (Process)	Friendlier (People)	Easier (Access)
Action:	Survey campus offices and enhance KnowledgeBase based on data received.	X		X
Action:	Include web URL on all print material.	X		X
Action:	Include questions on "Excellence in Service" survey to assess effectiveness of KnowledgeBase	X	X	X
Action:	Expand KnowledgeBase based on emails from web site visitors	X		X

**SECTION III. CUSTOMER SERVICE IMPROVEMENT PLAN DETAILS**

Key Program:	ABAC Information Center	
Area of Improvement:	Support to campus visitors	
Action:	Construct Information Center at front of campus, train staff, and assess effectiveness	
Description: (What are you trying to accomplish, including goal / desired result?)	Goal: Currently, the college does not have a central area where visitors are directed for assistance. With the vacating of Tift Hall in July 2007 due to structural and asbestos problems, the need is heightened. Visitors should have easy access to individuals who can give them assistance and directions. The Information Center will serve this purpose.	
Ownership: Who is responsible for this Action? (Office, Department, or Role)	Initially, with the Call Center and Facilities Scheduling a part of the Information Center, ownership will reside with the Office of Information Technology and Services. One full-time staff member will be reassigned to these responsibilities.	
Planned Start/End Date:	July 30, 2007 – ongoing. The Information Center, if successful, will continue to operate as long as the need exists. With renovation of Tift Hall, the lobby of Tift Hall will be redesigned to accommodate the Information Center.	
Actual Start/End Date:	Same as above	
Resources needed to complete project: (people, capital, etc...)	A new 1,000 square foot facility will be designed and funded by the college’s Foundation. The facility will be located on the front circle of campus with traffic being redirected so that visitors can easily locate the Information Center. One full-time staff member will provide services and supervision for part-time employees.	
CS Attributes Impacted by this Action (Check all that apply):	Helpful	X
	Accessible	X
	Responsive	X
	Courteous	X
	Knowledgeable	X
Measurements: What are you measuring and how are you measuring it (i.e. when, how often)?	Visitor satisfaction with accessibility, knowledge, helpfulness, and friendliness of Information Center staff.	
Measurement Tools Used	Other:	In-house surveys
		Visitor log

(Copy and repeat table as needed)

Key Program:	ABAC Call Center	
Area of Improvement:	Incoming call processing	
Action:	The Information Center Manager will hire and train part-time employees to efficiently and effectively respond to incoming calls.	
Description: (What are you trying to accomplish, including goal / desired result?)	<b>Goals:</b> <ul style="list-style-type: none"> <li>• Develop a more streamlined automenu to get callers to the correct office quickly,</li> <li>• Reduce the number of erroneous incoming calls through the identification and publication of the most appropriate college phone numbers</li> <li>• Respond quickly and accurately to all calls coming in to the Call Center</li> </ul>	
Ownership: Who is responsible for this Action? (Office, Department, or Role)	Office of Information Technology & Services	
Planned Start/End Date:	July 30, 2007 -- ongoing	
Actual Start/End Date:	Same as above	
Resources needed to complete project: (people, capital, etc...)	Information Center Manager, staff of part-time employees, office space (Information Center will house the Call Center), training, PC and VoIP phone	
CS Attributes Impacted by this Action (Check all that apply):	Helpful	X
	Accessible	X
	Responsive	X
	Courteous	X
	Knowledgeable	X
Measurements: What are you measuring and how are you measuring it (i.e. when, how often)?	Reduction in the number of erroneous calls Caller satisfaction with ABAC's handling of incoming call	
Measurement Tools Used	Other:	In-house surveys
		Call log
Comments:		

Key Program:	On-Line KnowledgeBase	
Area of Improvement:	Information available on the college's web site	
Action:	Enhance and publicize database based on data from Call Center, Information Center and KnowledgeBase emails	
Description: (What are you trying to accomplish, including goal / desired result?)	Goal: Use a medium of common interest and familiarity (Internet) to make as much information as possible available to the college's user community on-line.	
Ownership: Who is responsible for this Action? (Office, Department, or Role)	Office of Information Technology and Services	
Planned Start/End Date:	July 1, 2007 - ongoing	
Actual Start/End Date:	Same as above	
Resources needed to complete project: (people, capital, etc...)		
CS Attributes Impacted by this Action (Check all that apply):	Helpful	X
	Accessible	X
	Responsive	X
	Courteous	X
	Knowledgeable	X
Measurements: What are you measuring and how are you measuring it (i.e. when, how often)?	Improved availability of accurate and complete on-line information	
Measurement Tools Used	Other:	In-house surveys
		URL hit counter
		Email responses from web page
Comments:	As the database increases and improves, there should be a decrease in the number of emails indicating that the user did not locate the desired information.	

### SECTION IV. QUARTERLY REPORT OF RESULTS

This section should be updated quarterly to reflect results, accomplishments and any challenges/changes to the plan.

#### Results

Action/Measurement	Baseline	Goal	Results Q1	Results Q2	Results Q3	Results Q4
Call Center	84.08%	90.00%	Will not complete survey this quarter. Surveys will be completed during Q2 and Q4			
KnowledgeBase	570 hits per month	1000 hits per month	800			
Information Center	*	**				
	* Baseline data to be captured by end of Q2 due to construction delays ** Goal: Establish baseline data during Q2					

#### Accomplishments

Action	Describe Current Quarter Accomplishments
Customer Service Study	(Summer 2007) ABAC's Customer Service Team completed a 'mystery caller' project. Results have been tabulated and shared with the President's Cabinet. Follow-up work will continue with the Administrative Council and customer service training during Q1 and Q2.
Customer Service Training	Quarter 1 (Fall 2007) <b>98%</b> of the faculty and staff participated in a six-hour customer service training program. Evaluations were excellent. Numerous recommendations have been submitted for follow-up

	training.

**Challenges or Changes in Plan**

Changes to Actions in Plan	Description of why this change is needed
Some delay to changes to Call Center processes	Physical facility will not be completed until October 15, 2007.

**Next Quarter Actions**

Next Quarter Actions
<ul style="list-style-type: none"> <li>• Move in to Information Center on October 15, 2007.</li> <li>• Transfer 391-5001 to Information Center for processing of incoming calls once staff is moved to Information Center.</li> <li>• Continue to log calls in Enrollment Services and Information Center.</li> </ul>

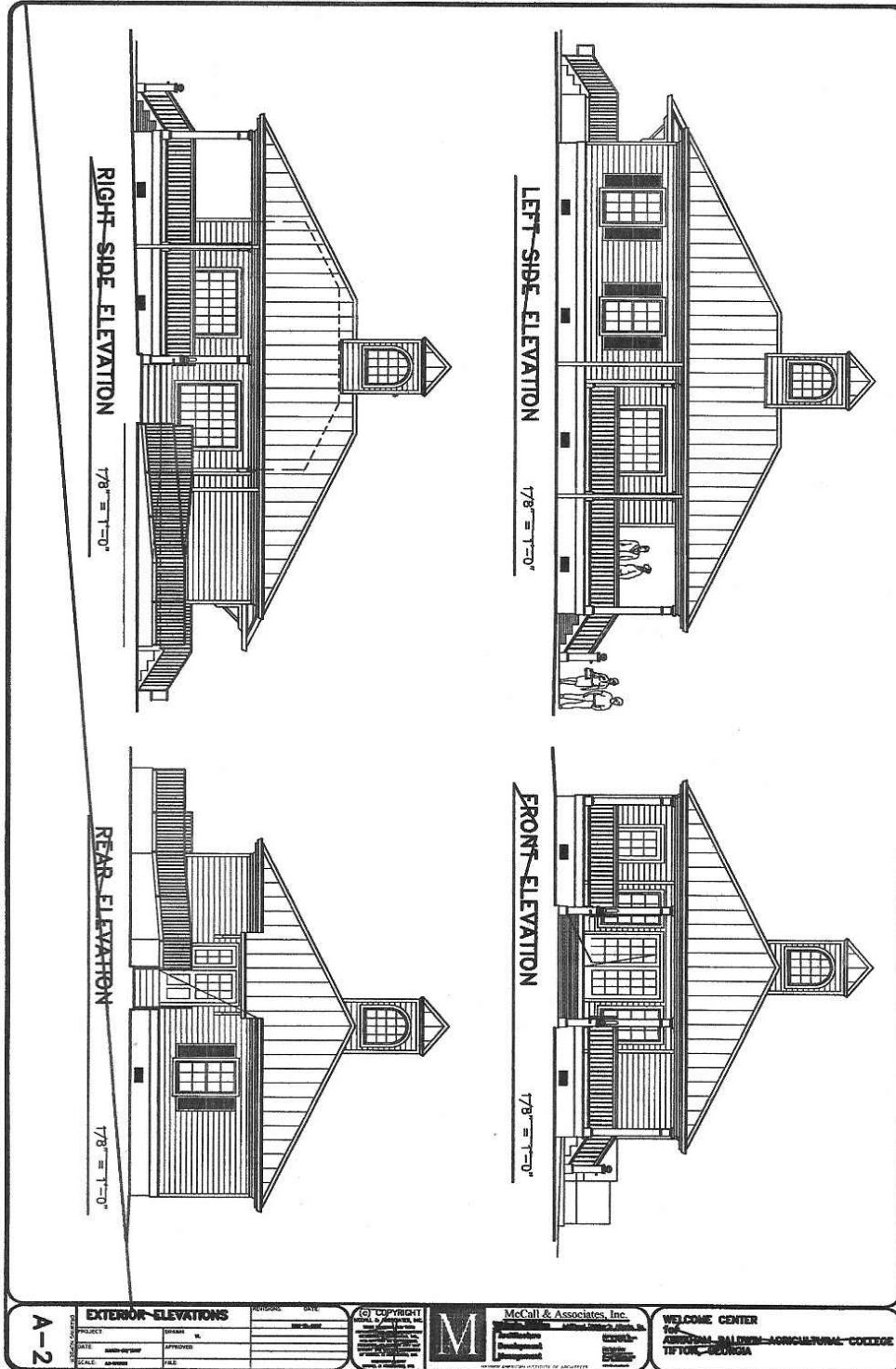
**Enrollment Services (ES) Call Data**

Key Performance Indicator	Baseline	Goal	Results Q1	Results Q2	Results Q3	Results Q4
Calls Answered By A Person Q1 (logged during 8/28/07-9/11/07)	Will capture July-August 2007 as Q1	20% reduction in erroneous calls by Q4	858 calls logged in ES; 30% were erroneous (not for ES)			
% Sent to VoiceMail	Will capture July-August 2007 as Q1	90% reduction in voice mail left during business hours by Q4	2.1%			

(For use by agencies with call centers – use numbers from Call Center Report)

SECTION V. ADDENDUM

ABAC's New Information Center



**Review and Approval**

_____	_____
Customer Service Champion	Date
_____	_____
President / Agency Head	Date
_____	_____
_____	_____