



LOS ANGELES COUNTY  
**DEPARTMENT OF  
MENTAL HEALTH**  
hope. recovery. wellbeing.



# Achieving Excellent Customer Service

Presented by: Phyllis Griddine-Tate



# What You Will Learn

- ❖ Introduction to Customer Service and the Los Angeles County Department of Mental Health's expectations
- ❖ Customer Service and satisfaction standards
- ❖ Tips for excellent Customer Service

# Introduction

## **Customer Service within the Department of Mental Health**





# Why Focus on Customer Service?

Los Angeles County depends on its employees and contracted agencies to **effectively communicate with customers, meet their needs, and resolve their concerns.**

- ❖ Reduce barriers that exist in accessing services
- ❖ Service interaction is influenced by staff
- ❖ Better service coordination and integration



# Defining "CUSTOMER SERVICE"

- \* *A customer* includes any person with whom employees or contractors of DMH interact during the course of their work duties.
- Customer service is the support you offer your customers — both before and after the use of your products or services — that helps them have an easy and enjoyable experience with you.

*The act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service.*



# Customer Service Attitude



- Customer Service is not just skill.
- Customer Service is an attitude!



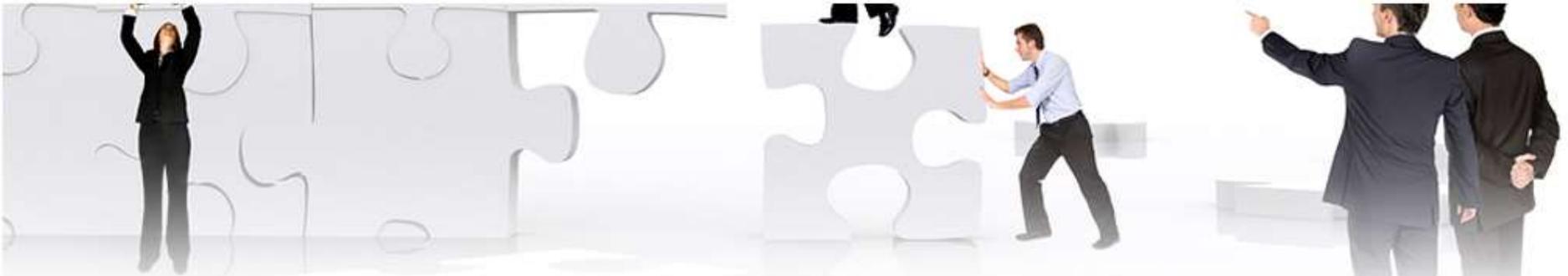
# MISSION STATEMENT



LOS ANGELES COUNTY  
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## COUNTY OF LOS ANGELES

## DEPARTMENT OF MENTAL HEALTH



# County of Los Angeles

## **Mission**

Establish superior services through inter-Departmental and cross-sector collaboration that measurably improves the quality of life for the people and communities of Los Angeles County.

## **Vision**

A value driven culture, characterized by extraordinary employee commitment to enrich lives through effective and caring service, and empower people through knowledge and information.



# Department of Mental Health

## **Mission**

Our mission is to optimize the hope, wellbeing and life trajectory of Los Angeles County's most vulnerable through access to care and resources that promote not only independence and personal recovery but also connectedness and community reintegration.

## **Vision**

We envision an LA County unified by shared intention and cross-sector collaboration that helps those suffering from serious mental illness heal, grow and flourish by providing easy access to the right services and the right opportunities at the right time in the right place from the right people.

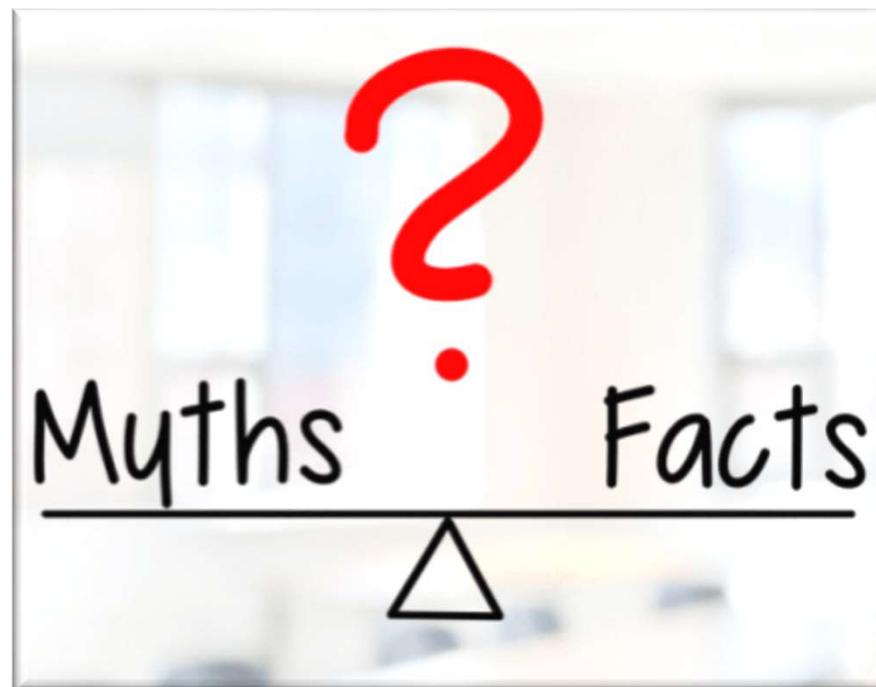


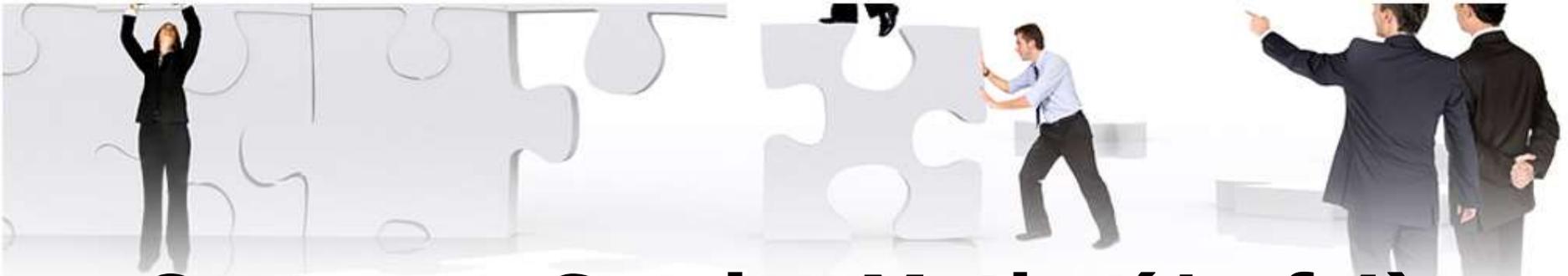
# Customer Service Excellence Anchored in LA County's Values

- **Integrity:** We do the right thing; being honest, transparent, and accountable
- **Inclusivity:** We embrace the need for multiple perspectives where individual and community differences are seen as strengths
- **Compassion:** We treat those we serve, and each other, the way we want to be treated
- **Customer Orientation:** We place our highest priority on meeting the needs of our customers



# Customer Service Myths





# Customer Service Myths (1 of 4)

**Myth #1:** If customers are not complaining they must be happy



- *"Real Truth": Not all unhappy customers will choose to voice their complaints. For every customer complaint there are actually 26 other unhappy customers who have remained silent.*



## Customer Service Myths (2 of 4)

**Myth #2:** I Always Behave Professionally.

- *"Real Truth": The customer can usually read you - and your thoughts are not always nice.*





## Customer Service Myths (3 of 4)

**Myth #3:** Great customer service is about being quick to resolve problems. (We Made a Mistake and We Fixed It. Why Are They Still Unhappy?)

- *"Real Truth": When the customer has to fight to get things fixed, you did not meet your service obligation.*



"Ok, how about this motto: 'If you are unhappy for any reason, we will feel really bad'."



## Customer Service Myths (4 of 4)

**Myth #4:** The Customer Is Always Right.

- *"Real Truth": You should do your very best job to serve customers, but you can not always please everyone.*





# Attitude Checklist

What attitudes assist in providing excellent service?

- Joy of helping people
- Ability to handle people well
- Genuine care for your customers
- Providing fair and equal treatment to all
- Understanding of people with special needs

Customer Service





# You ARE the Difference

- The service you provide can create:
  - A positive experience for the customer, or
  - A negative one
- Excellent service will ripple across County services positively
- Negative service will also ripple across County services: negatively!





# What Will Be Different





# Basic Customer Needs

| Need               | Suggestions  |
|--------------------|--|
| <b>Welcomed</b>    | <ul style="list-style-type: none"> <li>❖ Be friendly</li> <li>❖ Greet customer(s)</li> <li>❖ Introduce yourself</li> <li>❖ Use a positive tone of voice</li> </ul>   |
| <b>Understood</b>  | <ul style="list-style-type: none"> <li>❖ Listen carefully</li> <li>❖ Repeat or rephrase to make things clear</li> </ul>  |
| <b>Important</b>   | <ul style="list-style-type: none"> <li>❖ Refer to customers by name</li> <li>❖ Show interest</li> <li>❖ Ask open-ended questions</li> <li>❖ Answer questions</li> <li>❖ Thank them for their time</li> </ul> |
| <b>Comfortable</b> | <ul style="list-style-type: none"> <li>❖ Explain what to expect during their visit</li> <li>❖ Use open body language</li> <li>❖ Show concern</li> </ul>  |



# Customer Service Skills

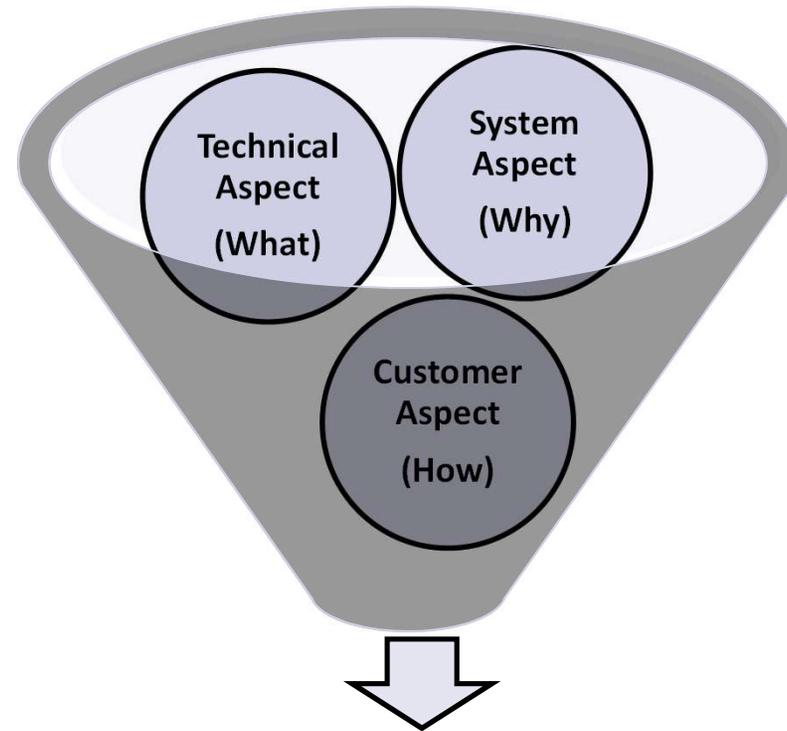
| Best Practices      |                        |
|---------------------|------------------------|
| Effective Listening | Positive Language      |
| Attentiveness       | Persuasive Speaking    |
| Patience            | Time Management        |
| Self-Control        | Taking Responsibility  |
| Clear Communication | Willingness to Improve |



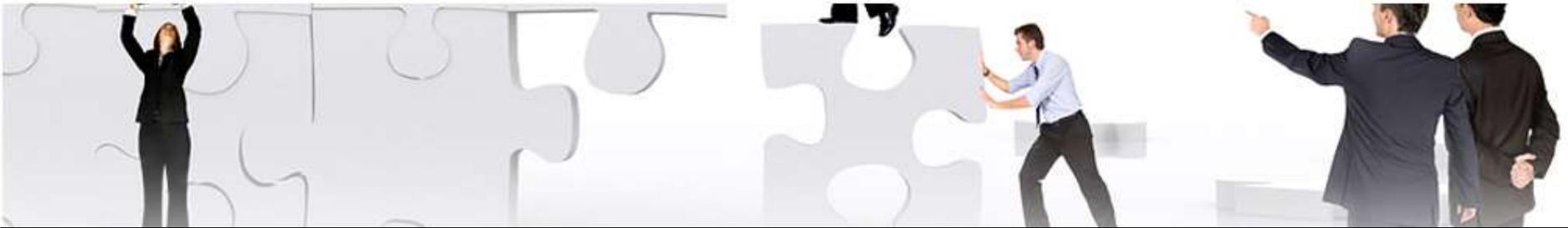
# Purpose of Customer Service



# Components of Customer Service



**Excellent Customer Service**

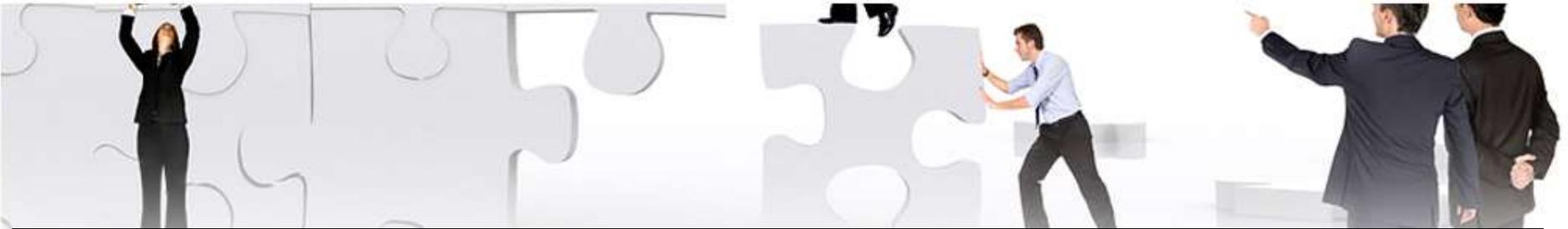


# Components of Customer Service

## System

- Why

To optimize the hope, wellbeing and life trajectory of Los Angeles County's most vulnerable by delivering services that promote independence through personal recovery and connectedness through community reintegration.

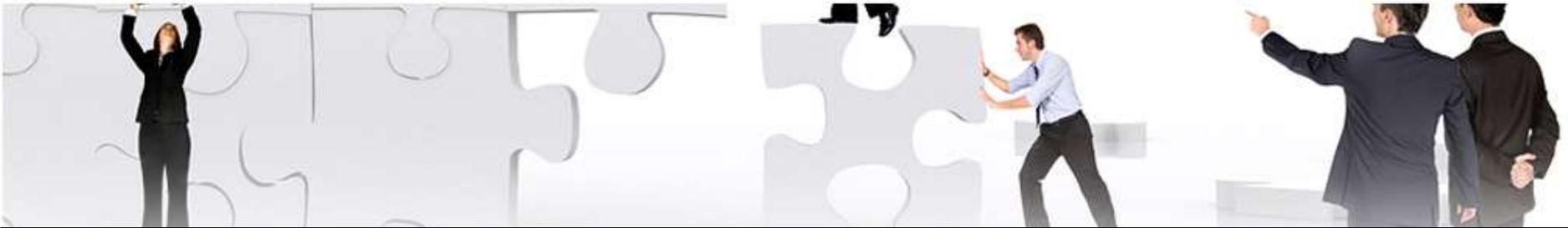


# Components of Customer Service

## Technical

- What

Ex. Contracts Development and Administration Division (CDAD) oversees the development, execution and renewal of the department's contracts with other entities.



# Components of Customer Service

## **Customer**

- How

Identify and meet the customer's needs.

# Customer Service



# Satisfaction Standards



# **The Three Satisfaction Standards**

1. Personal Service Delivery
2. Service Access
3. Service Environment

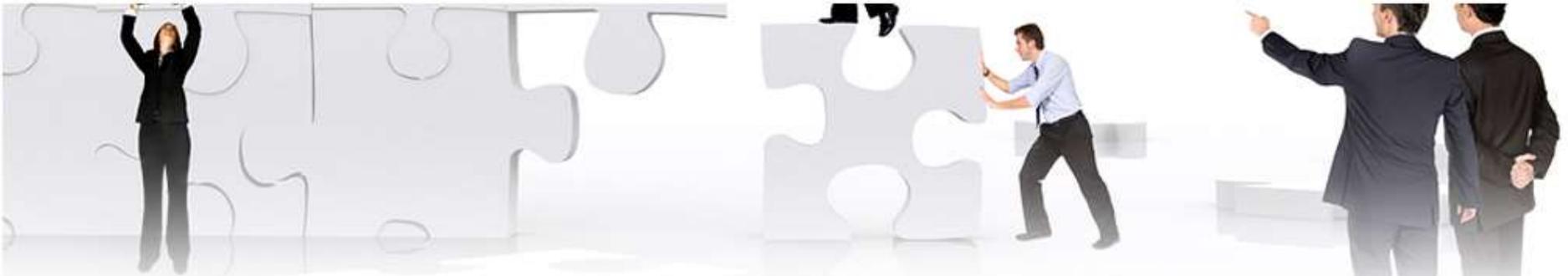


# 1. Personal Service Delivery

The service delivery team – staff and volunteers – will **treat customers and each other** with:

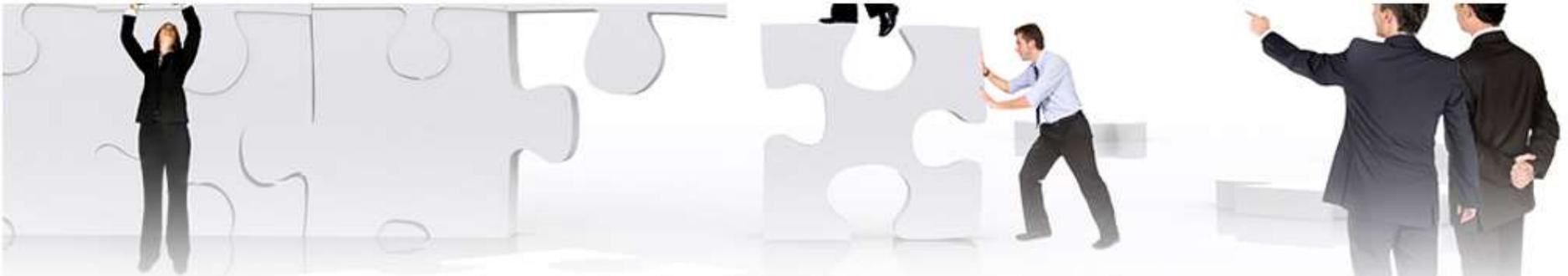
- COURTESY
- DIGNITY
- RESPECT

Think | Give | Expect



## 2. Service Access

- Provide service as **promptly** as possible
- Provide **clear** directions and service information
- Reach out to the community and **promote** available services
- Follow-up to **ensure** appropriate delivery of services



## 3. Service Environment

In support of the **effective delivery of services**, service providers will deliver services in a:

1. Clean
2. Safe
3. Welcoming environment

What does this mean?

# Tips For Excellent Customer Service

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# **Maintain An Attitude Of Service Excellence**

- Maintain a positive attitude at all times
- Speak well of the services provided
- Respond quickly and professionally to all customers



# Identify Customer needs

- Ask customers questions about what their needs are
- Recognize all customer needs and respond with respect
- Identify customer needs expressed verbally and non-verbally (pay attention)



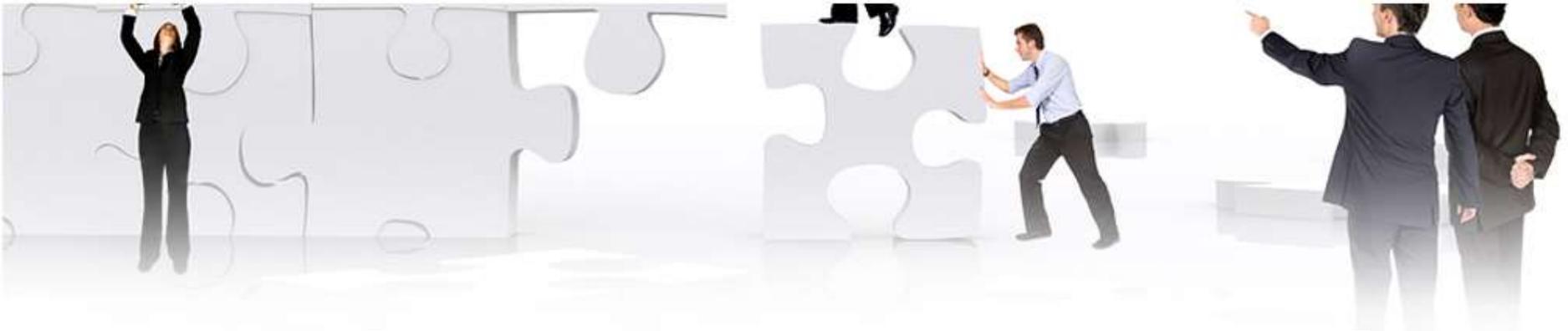
# Use Customer-Friendly Body Language and Words

- Greet all customers with a **smile**
- Use a **confident and enthusiastic** tone of voice
- Practice **open and friendly** body language and use eye contact



# Handle Difficult Customers With Care

- Allow angry customers to vent by listening carefully
- Use problem-solving skills to resolve issues before they escalate
- Do not take a customer's anger personally



# Exceed Customer Expectations

- **Anticipate needs** and special requests
- **Act quickly**
- **Be proactive** by providing great service that was not expected



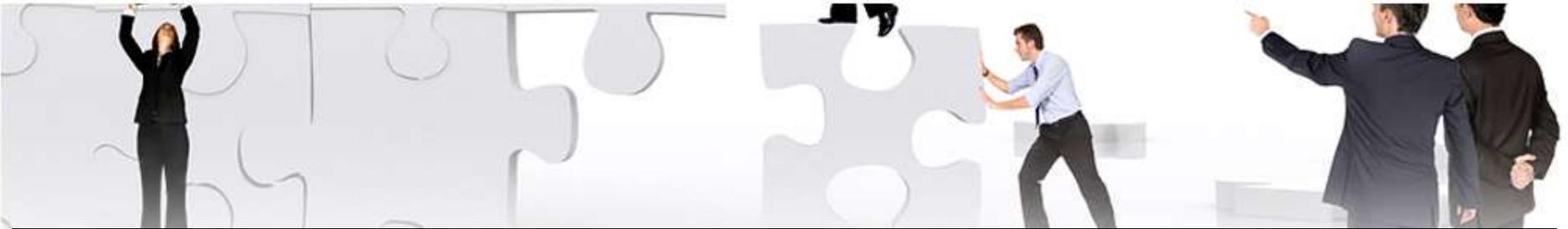
# Five Ways to Add Wellness to Your Workday

1. Work in a perk.
2. Breathe. Several times during the day, pause for three slow, deep, relaxing breaths.
3. Keep stress relievers on hand.
4. Celebrate small victories.
5. Review your successes at the end of the day. Think about what you did well.



# Stay Motivated

1. Take brisk walks during your break.
2. Post motivational quotes on your phone or around your workstation.
3. Get more sleep at night.
4. Take breaks with positive coworkers.
5. Share your feelings about work with friends and family members.
6. Eat a healthy lunch.
7. Listen to motivational tapes on your way to work.
8. Make time for your hobbies.
9. Keep a funny picture near your phone so you remember to smile.
10. Allow yourself one five minute phone call to a friend.



# How to Use What You've Learned

- ❖ Stretch your thinking
- ❖ Be flexible
- ❖ Challenge assumptions
- ❖ Use your comfort zones to rest in, not live in.



# End of Presentation



## Thank you!

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