

CITY OF SAINT PAUL

Customer Service Workgroup

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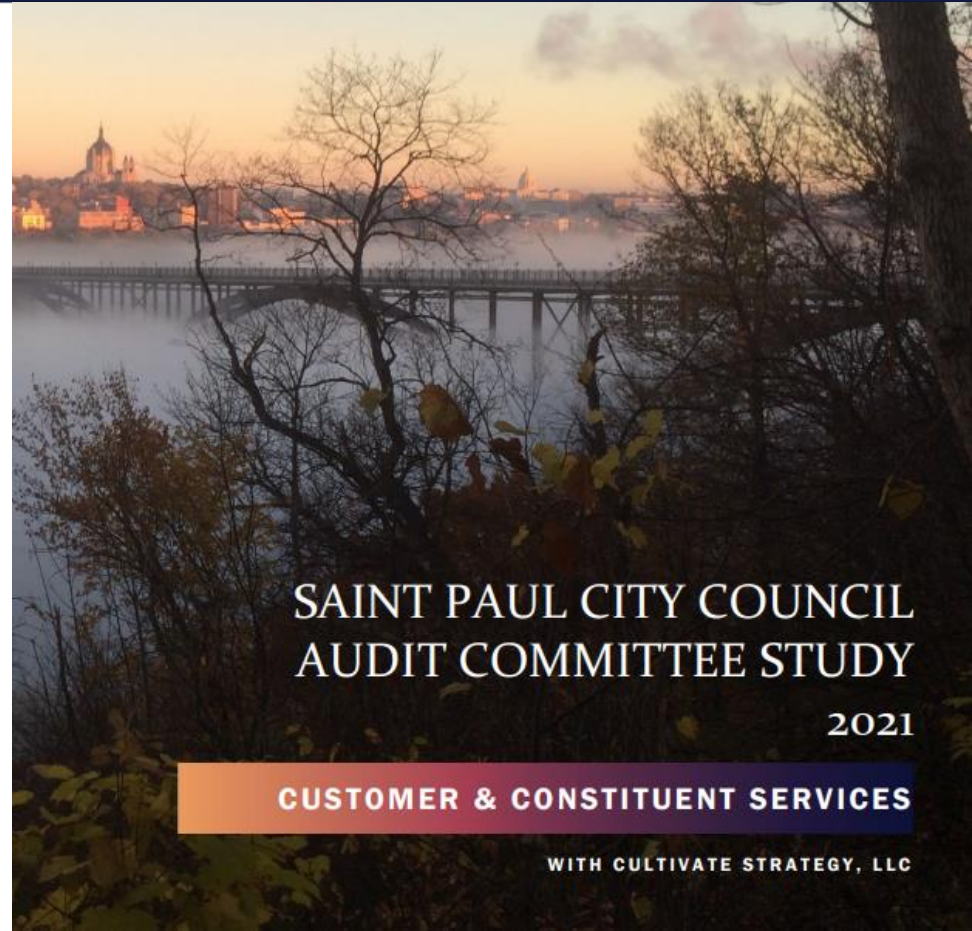




Background

- 2021 Audit Topic = constituent and customer services
- Cultivate Strategy
- Study conducted June-Dec 2021
- Published study available at stpaul.gov

www.stpaul.gov/department/city-council/audit-committee/constituent-customer-services-study



SAINT PAUL CITY COUNCIL
AUDIT COMMITTEE STUDY

2021

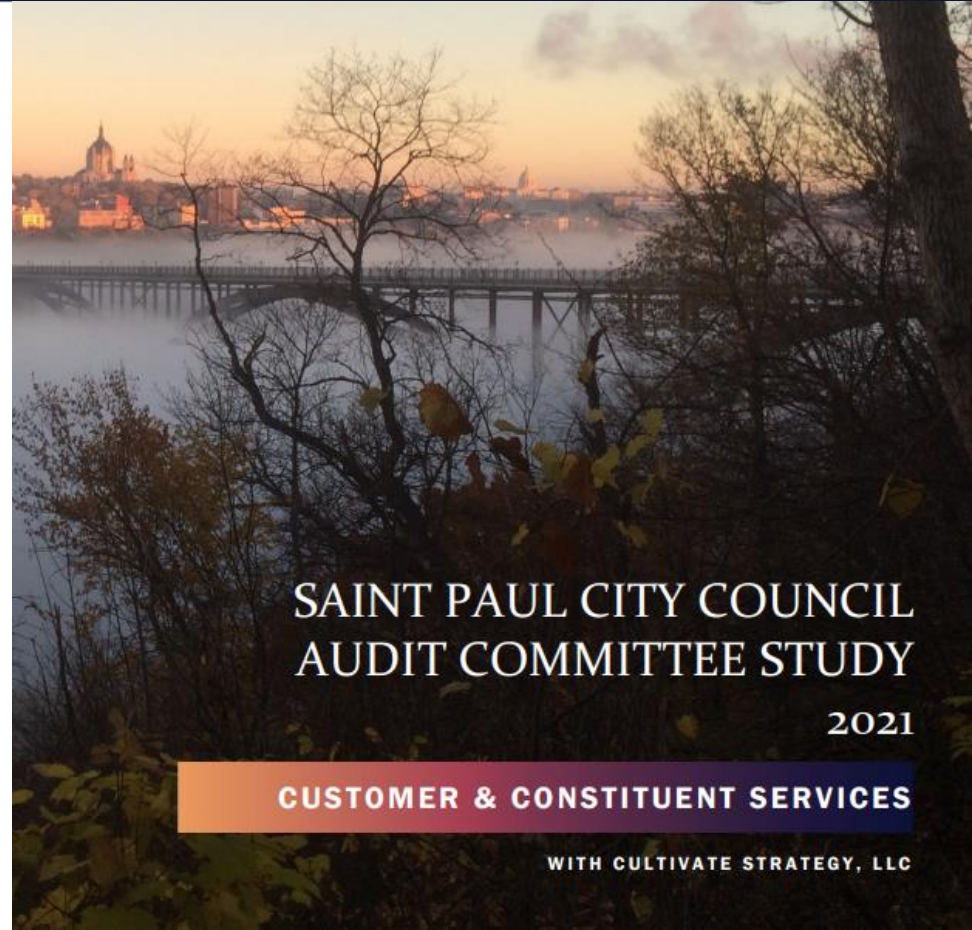
CUSTOMER & CONSTITUENT SERVICES

WITH CULTIVATE STRATEGY, LLC



Workgroup Creation

- Formed by Councilmember Noecker and Councilmember Prince
- Included staff across several city departments
- Began meeting in July 2022
- Considered suggestions outlined in the Audit Committee Study



SAINT PAUL CITY COUNCIL AUDIT COMMITTEE STUDY

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Study Recommendations

1. Prioritize the health, hearts, and minds of frontline staff.
2. Shift the City's identity narratives.
3. Establish universal access to service while building political efficacy.
4. Create conditions to share tracking between departments and with the public.
5. Empower Main Line staff to close requests.
6. Relocate citywide customer service.
7. Continue to diversify approaches to customer service.
8. Deemphasize anonymity; emphasize accountability.
9. Reward connectivity and curiosity
10. Watch for opportunities to align business practices with high-quality customer service technology.



Study Recommendations

1. Prioritize the health, hearts, and minds of frontline staff.
 2. Shift the City's identity narratives.
 3. Establish universal access to service while building political efficacy.
- ✓ Professional Development opportunities for staff
 - ✓ Deemphasize the culture of heroism and "go-to people" and emphasize teamwork and small efforts that add up to collective impact.
 - ✓ Website navigation

...Snacks & Service Events!



Snacks & Service Events

- Staff development, aimed at frontline customer/constituent-facing staff
- 1 Department, 1 hour presentation, 1 hour tour
- Connect customer service staff across departments
- Share “evergreen” information
- Top 10 customer service topics handled by staff
- Inform about relevant website tools and information
- Opportunity to visit a space utilized by each department

Snacks & Service: Public Works

Dale Street Garage



Snacks & Service: Parks & Rec

Como Park Zoo & Conservatory



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Snacks & Service Events: Results

- Total of 88 “contacts”
- Staff from 10 departments reached
- Excellent questions, useful staff connections made
- Coming up next...

City Council (late Feb/March)

HREEO (April/May)

DSI (June/July)



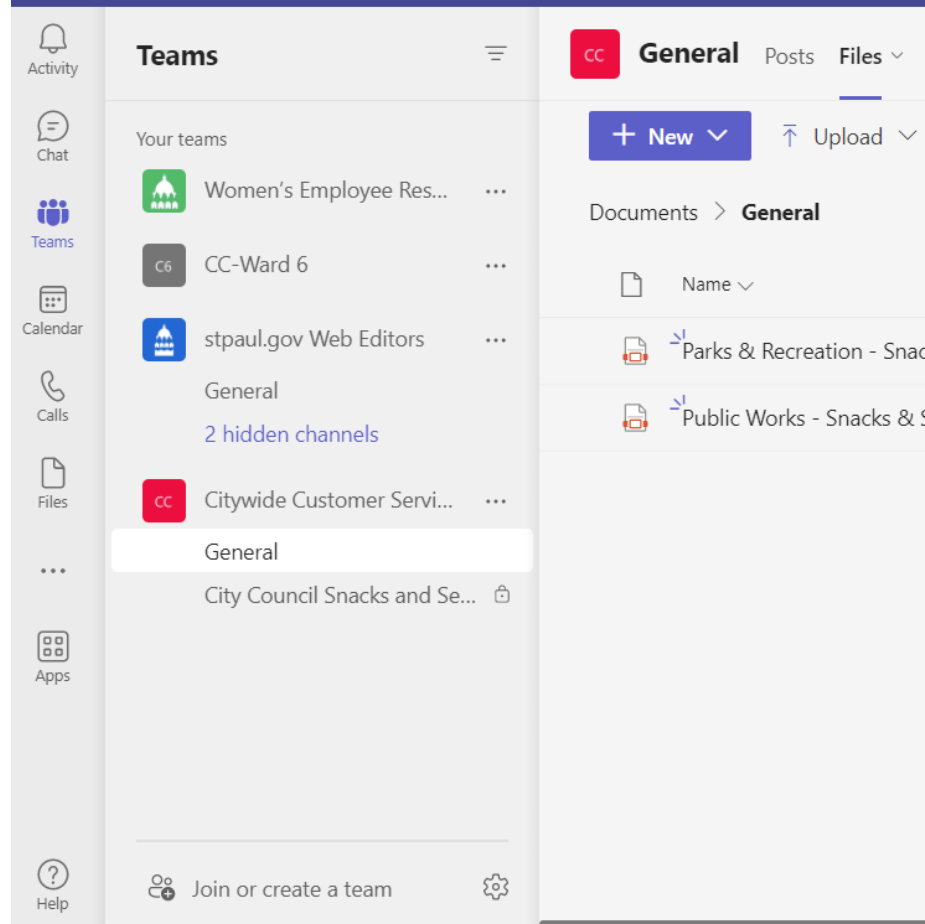
Snacks & Service Events: Hurdles

- Paying for snacks - \$0 budget
- Getting involvement from staff in every department
 - Some departments have very few public-facing customer service staff members (OTC, CAO, OFS)
- Hard to narrow down the information available
 - 315 emails, 139 phone numbers, 21 online forms (not including individual staff contacts)
 - WAY more than 10 issues per department!
- Reaching all frontline staff, including part-time staff



Enhancing Connection through Teams

- Creation of a Teams “Citywide Customer Service Group”
- Goal: Creates a way for Customer Service staff to communicate with each other more directly across departments
- Share information that might have a harder time reaching all frontline staff
- Space to retain and share past Snacks & Service presentations





What's Next?

- University of Minnesota
Train-the-Trainer opportunity
- Share out about customer service styles for people to self-identify with, and to appreciate the styles of their coworkers
 - **Archetypes:** Concierge • Educator
• Reformer • Realist • Advocate
- Crisis Intervention - Provide yearly training on self-care and boundary setting
- Create a customer service staff list to be updated seasonally



Questions?



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