



Lauderdale

Falcon Heights

STPAUL.GOV

NORTH OF MARYLAND

ANTHONY PARK

CITY PARK

NORTH END

PHALEN

GREATER EAST SIDE

HAMMILL

SUMMIT UNIVERSITY

St Paul

TON'S BLUFF

Maplewood

DUNFELLOW

UNIVERSITY PARK

BATTLE CREEK

MACALESTER - GROVELAND

WENTWORTH ROAD

HIAWATHA

Lilydale West St Paul

Mississippi River

CITY OF SAINT PAUL

HIGHLAND PARK

Pike Island

# Customer Service Workgroup

Heights

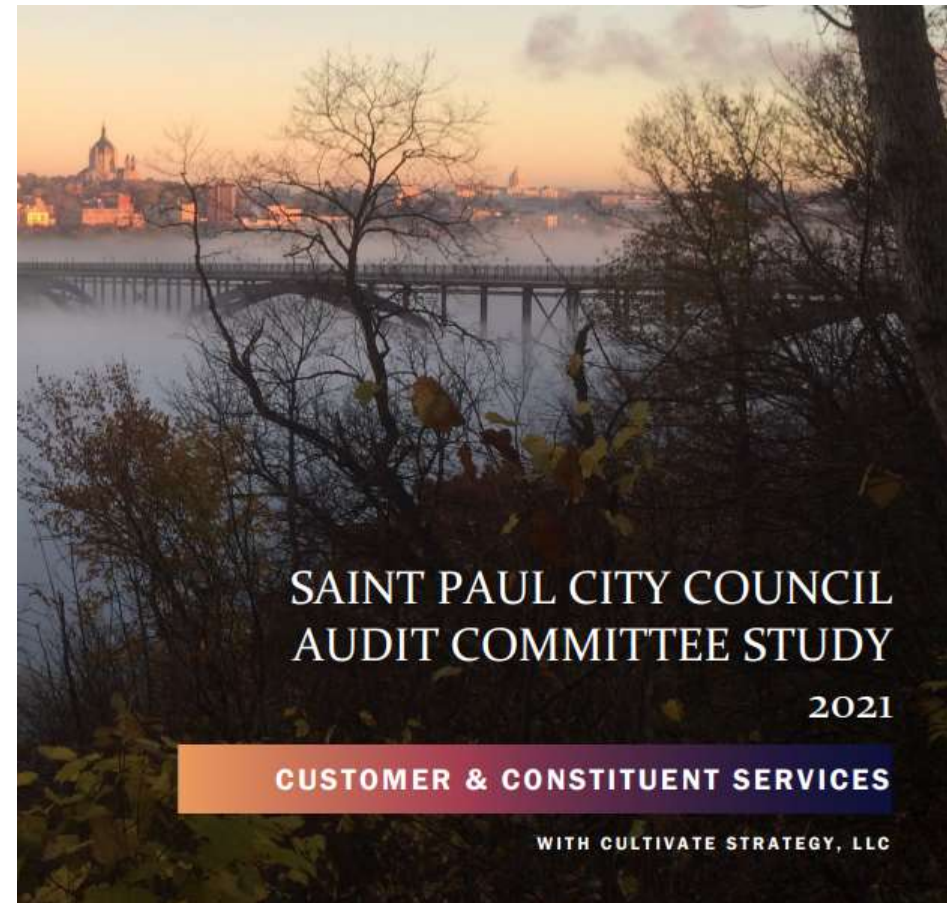
South St Paul



## Background

- 2021 Audit Topic = constituent and customer services
- Cultivate Strategy
- Study conducted June-Dec 2021
- Published study available at [stpaul.gov](http://stpaul.gov)

[www.stpaul.gov/departments/city-council/audit-committee/constituent-customer-services-study](http://www.stpaul.gov/departments/city-council/audit-committee/constituent-customer-services-study)





## 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.



## 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



## 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

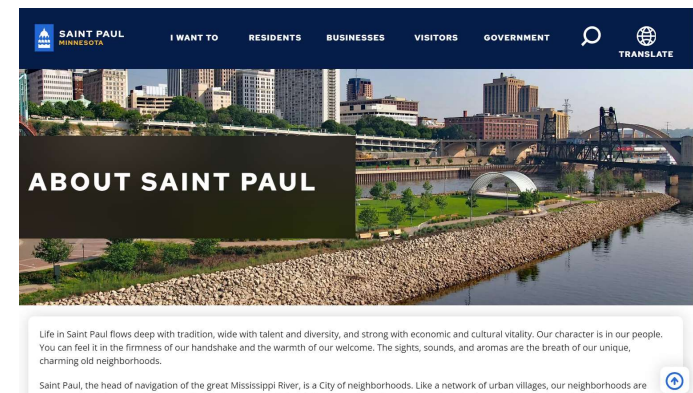
**...Snacks & Service Events!**





## Snacks & Service Events

- Staff development, aimed at frontline customer and constituent-facing staff
- Presentation from Department staff + on-site element + snacks!
- Top 10 customer service topics handled by staff
- Inform about relevant website tools and information
- Connect customer service staff across departments





## Snacks & Service Events: Hurdles

- Paying for snacks - \$0 budget
- Getting involvement from every department
- Narrowing down the information
  - 315 emails, 139 phone numbers, 21 online forms (not including individual staff contacts)
  - WAY more than 10 issues per department!
- Reaching frontline staff, including part-time staff



## Snacks & Service Events: Success!

- Events hosted by 9 Depts!
  - Public Works, Parks & Rec, City Council, HREEO, Human Resources, OTC, Libraries, Emergency Management, Water
- Range of formats
- Staff from 10 depts reached (400\* participants)

**City of Saint Paul  
Snacks and Service Event**

**Who: ALL City of Saint Paul Employees**  
**When: Tuesday May 7th from 1-3pm**  
**Where: 1900 Rice Street**

<b>Session #1: 1-2pm</b>	<b>Session #2: 2-3pm</b>
Presentation: 1-1:20pm Q & A: 1:20-1:30pm Plant Tour: 1:30-2:00pm	Presentation: 2-2:20pm Q & A: 2:20-2:30pm Plant Tour: 2:30-3:00pm

Join us to learn more about our team, the McCarron's Plant Project, Lead Free SPRWS and some of the other exciting work that goes on behind the scenes to deliver up to 70 million gallons of safe, affordable drinking water to 450,000 people daily!

 [www.stpaul.gov/water](http://www.stpaul.gov/water)





## UMN “At Your Service” Train-the-Trainer

- University of Minnesota Train-the-Trainer
- ALL departments were trained (amazing work HR!)
- At least six departments are actively implementing
- HR created a SharePoint group for those trained by the UMN as a support group/community of practice

**SAINT PAUL**  
HUMAN RESOURCES

**CITY OF SAINT PAUL**  
2023 EMPLOYEE TRAINING

### At Your Service Train-the-Trainers Workshop

**PROGRAM OVERVIEW:**

At Your Service is a complete, ready-to-use curriculum by the University of Minnesota that enables participants to deliver a half-day customer service training workshop.

This curriculum prepares attendees to train anyone who provides customer services or works directly with the public. Recommended attendees for this train-the-trainer workshop include customer service leaders, communication liaisons, project coordinators, managers, and more.

Attendees will leave the training equipped with a curriculum instructor manual which includes all the materials needed to schedule and deliver the program including: a full script for instructors, a guide for program planning with training tips, masters to print a 24-page participant workbook, a full-color slide presentation, and workshop evaluation tools.

**Registration:** departments will identify and invite participants based on their role.

**Facilitators:** University of MN

**When:** TBD (May 2023, 8:30 am - 4:30pm)

**Where:** TBD

Questions? Email us at [Citywide-Training@ci.stpaul.mn.us](mailto:Citywide-Training@ci.stpaul.mn.us)



# HR's Ongoing Customer Service Resources

- For at least the last 4 years, HR has been offering customer service training during new employee orientation, this will continue
- LEP language resource training is provided annually by department LEP coordinators
- Upcoming in-person and online trainings via CourseCloud OpenSesame!

**Learning Paths**

- Emotional Wellness: Stress-Free Holiday Strategies (7 Courses 59 mins)
- Strategic Planning Essentials for Success (1 Course 2 Hours)
- Employee Education during Open Enrollment (7 Courses 51 mins)
- Unleashing Creativity in the Workplace (10 Courses 2 Hours 5 mins)
- Mastering Basic Presentation Techniques (10 Courses 2 Hours 17 mins)
- Delivering Exceptional Customer Experiences (7 Courses 2 Hours 45 mins)
- Enhancing... (Manning...)

Course Title	Duration	Status	
<b>Customer Service Framework</b>			
*Courses must be completed in order.			
1. Transform Your Customer Service Framework	45 mins	Not started	Launch Course
<b>Empathy</b>			
*Courses must be completed in order.			
1. Making Customer Empathy Second Nature	10 mins	Not started	Locked
2. The Art of Patience	10 mins	Not started	Locked
<b>Communication Skills</b>			
*Courses must be completed in order.			
1. Understanding Customer Needs	22 mins	Not started	Locked
2. Telephone Doctor Customer Service: 02. Listening Skills	29 mins	Not started	Locked
<b>Customer Service Recovery</b>			
*Courses must be completed in order.			
1. My Customer's Upset, Now What?	10 mins	Not started	Locked
2. Telephone Doctor Customer Service: 08. Six Steps to Service Recovery	39 mins	Not started	Locked



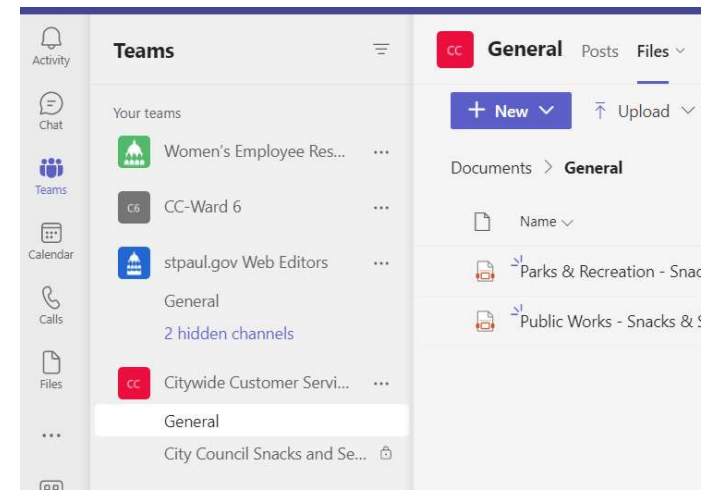
# Learning Paths : Delivering Exceptional Customer Experiences

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## Ideas With A Potential Future

- Creation of a Customer Service support group internally, utilize Teams Chat group
- Use of ZenDesk across multiple departments
- Departments offer 2<sup>nd</sup> rounds of their Snacks & Service events or similar
  - DSI, OFS, CAO, Police, Fire, Neighborhood Safety



# Questions?



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MINNESOTA

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