



**Maryland Department of Planning
Customer Service Annual Report
FY 17**

Customer Service Star



Planning Staffer
Has been recognized by the
Maryland Department of Planning
for exemplifying the attitude and action of
The Customer Service Promise

Friendly and Courteous • Timely and Responsive
Accurate and Consistent • Accessible and Convenient
Truthful and Transparent

MARYLAND DEPARTMENT OF

PLANNING

Wendi W. Peters
Secretary of Planning

Date

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FY17 Highlights

Employee engagement and recognition with Secretary awarding Customer Service Stars for outstanding service

Continuing Customer Service Training opportunities

Expanding access to data products and tools

Customer Service Survey link for immediate feedback from customers

Increasing outreach to public



Recognition Given to Employees

Small Towns, Great Big Service

Regional Planners **Tracey Gordy** and **Keith Lackie** were awarded the Secretary's first Customer Service Stars recognizing them for their exceptional service to the many Lower Eastern Shore towns and communities they assist. Tracey and Keith have assisted towns with applying for and managing grants, Sustainable Communities and Rural Legacy applications, Hurricane Sandy Assistance grants and comprehensive planning. Planning joined Tracey Grainger, Princess Anne Public Works Director, Garland Hayward, President of the Town Commissioners, and the people of the lower shore in congratulating them.

Regional Planner **David Dahlstrom** was awarded a Secretary's Customer Service Star following feedback from several communities regarding his ability to provide both technical assistance and practical advice in a professional manner that helps them bring their vision to life.

Delivering Timely Data to Promote Academic Success

A Senior researcher at Carnegie Mellon University Tepper School of Business praised Planning employees **Jean Appleton**, **Gary Maragos** and **Virginia Hawkins** for their extensive knowledge and fast, very efficient service in providing property sale data and coordinating the delivery of that data in a timely fashion. As a result, each were awarded the Secretary's Customer Service Star.

Accounting to Save the Day, Save the Bay and Preserve our Heritage

Chianti Holley, **Pamela Lacey** and **Nital Goswami** were each presented the Secretary's Customer Service Star after praise from a fellow employee provided excellent customer service by coordinating and combining processes to complete all the necessary steps to process a grant payment in record time while ensuring audit integrity. One employee on leave, actually came into the office to ensure there were no delays, to fulfill her role in the approval process. This grant enabled the Calvert Nature Society to improve protection of a historically and ecologically significant waterway in a Maryland Heritage Area by adding 107 acres next to a sanctuary area.

Following repeated praise from members of the Maryland Heritage Area Authority, **Bernadette Pruitt**, was awarded the Secretary's Star for Customer Service. Bernadette provides administrative support for the Authority including scheduling and set up for meetings on and off site, preparing meeting minutes and ensuring that the Heritage Areas program runs smoothly.

Barbara Wise received the Secretary's Customer Service Star following recognition by her colleagues for the exceptional customer service she provides them on a daily basis. They commended her for her organizational skills, meticulous attention to detail and the prompt assistance she provides on a daily basis. The service and support she provides in the Finance and Accounting section allows them to focus on delivering good customer service to our local government customers and our sister state agencies.

Jennifer Neely received the Secretary's Customer Service Award for her work assisting with grant disbursements on behalf of a local development authority. The customer service she provided was invaluable in providing aid in a difficult and time sensitive process.

Leadership Analysis of FY17 and Summary of FY18 Approach

It is our vision to be a premier resource and center of planning excellence while supporting the administration's efforts to change Maryland for the better. We are committed to providing excellent customer service as we expand our technical assistance to local planning organizations and state agency partners; support state and local efforts to improve Maryland's business climate and economic prosperity and continue to preserve our natural and cultural resources.

Members of the Executive team meet regularly with directors and managers and review protocol and expectations regarding customer service. Our employees have had customer service training and customer service is emphasized at staff meetings. As a result, we had a very successful year and the feedback from the survey links we added to our email signatures affirms this. We are proud to deliver on the Governor's Customer Service Initiative.

We move forward in the next year committed to providing increased access to information and making more products and services available as another way to expand our customer service for all.



Secretary Peters conducting Operation Innovation, a program to engage the Planning team in free-flowing discussions to spark new ideas on delivering government services and improving customer service.

Detailed FY17 Results and FY18 Plans

Customer Service Survey Results

| Customer Service Satisfaction Survey Results | | | | | | | | | |
|---|-------------------|-----------------------|---------------------------|----------------|------------------------------|--------------------------|-----------------------|------------------------|--------------------|
| Question 1: Overall, how satisfied are you with the customer service provided? | | | | | | | | | |
| | MDP | Very Satisfied | Somewhat Satisfied | Neutral | Somewhat Dissatisfied | Very Dissatisfied | External Total | Internal Total* | Grand Total |
| 4 | 1/9/17 - 1/15/17 | 8 | 0 | 0 | 0 | 1 | 9 | 0 | 9 |
| 5 | 1/16/17 - 1/22/17 | 8 | 0 | 0 | 0 | 0 | 8 | 1 | 9 |
| 6 | 1/23/17 - 1/29/17 | 1 | 1 | 0 | 0 | 0 | 2 | 0 | 2 |
| 7 | 1/30/17 - 2/5/17 | 3 | 0 | 0 | 0 | 0 | 3 | 0 | 3 |
| 8 | 2/6/17 - 2/12/17 | 3 | 0 | 0 | 0 | 0 | 3 | 0 | 3 |
| 9 | 2/13/17 - 2/19/17 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| 10 | 2/20/17 - 2/26/17 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 2 |
| 11 | 2/27/17 - 3/5/17 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| 12 | 3/6/17 - 3/12/17 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 2 |
| 13 | 3/13/17 - 3/19/17 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 |
| 14 | 3/20/17 - 3/26/17 | 2 | 0 | 0 | 0 | 1 | 3 | 0 | 3 |
| 15 | 3/27/17 - 4/2/17 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| 16 | 4/3/17 - 4/9/17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 17 | 4/10/17 - 4/16/17 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| 18 | 4/17/17 - 4/23/17 | 3 | 0 | 0 | 0 | 0 | 3 | 0 | 3 |
| 19 | 4/24/17 - 4/30/17 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| 20 | 5/1/17 - 5/7/17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 21 | 5/8/17 - 5/14/17 | 2 | 1 | 0 | 0 | 0 | 3 | 1 | 4 |
| 22 | 5/15/17 - 5/21/17 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 2 |
| 23 | 5/22/17 - 5/28/17 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 2 |
| 24 | 5/29/17 - 6/4/17 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| 25 | 6/5/17 - 6/11/17 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 2 |
| 26 | 6/12/17 - 6/18/17 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 2 |
| 27 | 6/19/17 - 6/25/17 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| 28 | 6/26/17 - 7/2/17 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 2 |
| 29 | | | | | | | | | |
| 30 | YTD Totals | 49 | 3 | 0 | 0 | 2 | 54 | 4 | 58 |

The information obtained from our Customer Service Satisfaction Surveys is a good indicator that we are indeed meeting the goals we have established regarding good customer service. While most of the responses are positive, we are diligent in reaching out to customers who report a less than positive experience and we are committed to sharing that feedback with our staff and identifying actions for improving.

Status of Customer Service Training

All staff members from the Department of Planning have completed the customer service training. Planning will continue to include customer service training as part of our new employee orientation.

Customer service will continue as a priority and we will offer training updates each year.

Customer Inquiry Response Times and Overall Time-to-Resolution

Timeliness of Responding to Customer Inquiries

Timeliness and responsiveness is responding not only in a timely manner but with all of the correct information requested and also anticipating additional information that may be needed. Our responses to customer service inquiries in FY 17 were timely and focused on the services and information requested. The Clearinghouse section consistently provides the responses required within the regulatory mandates and has been able to accommodate expedited review.

Best Practices

Planning has made use of an internal tracking and routing system for responding to Public Information Act requests that has allowed us to respond well within the statutory mandates.

Improving the Customer Experience from Multiple Perspectives

Making Agency Services Available Online

Planning launched a new map-based interactive cultural resource information system, tool known as Medusa. Medusa provides access to over 45,000 known architectural and 15,000 known archeological resources in Maryland. An important customer service innovation, map-based Medusa, takes advantage of the rapid development of geographic information systems (GIS), allowing the public to view the Trust's extensive geographic database and most importantly permits access to all of the records linked to these resources.

In addition to creating new online tools, Planning has seen a tremendous increase in the use of some of our most popular data products. While the ability to download is more helpful to some customers, the ability to view the data is all that is needed for others. The table below shows these results.

| | FY 16 | FY 17 |
|--|--------------|--------------|
| "MD Property View" Downloads | 7,563 | 8,201 |
| "Finder Quantum" Downloads | 7,898 | 2,202 |
| "Parcel Viewer" Views | 133,802 | 182,763 |
| "FINDER Online" Views | 56,642 | 81,636 |
| "FINDER Online Light" and Mobile Views | 13,899 | 22,830 |

Social Media Usage to Improve the Customer Experience

Planning is active across multiple social media platforms, including Facebook and Twitter, daily. We use our social media to highlight our ability and our tools to assist local governments, promote collaboration with our sister agencies and identify resources.

We also use our social media to provide information about initiatives across the state such as the Maryland Buy Local Challenge or Farmer's Market Week.

We are working to expand our social media presence by cross-promoting inter-agency events and information from the Governor's Office and our sister agencies, especially members of the Bay Cabinet, the Smart Growth Subcabinet, and the Commerce Cabinet.