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SFY08 CUSTOMER SERVICE IMPROVEMENT PLAN

SECTION I. EXECUTIVE SUMMARY

Institution Overview

Institution:	Middle Georgia College	Date of Submission and/or Revision:	June 1, 2007
President:	Dr. Richard Federinko	CS Champion: (Contact)	Josh Foskey
Contact Phone:	478-934-3447	Contact e-mail:	jfoskey@mgc.edu

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:	<p>Middle Georgia College (MGC) is a state college unit of the University System of Georgia with a focus on providing constituents access to certificate, associate, and select baccalaureate programs in academic transfer or occupation related programs of study. The College is dedicated to providing a dynamic, learning-centered, caring and technically advanced environment of excellence. As a multi-campus, residential institution, the College pursues innovative opportunities to provide services to its traditional and non-traditional students primarily from rural areas of south central Georgia and will maintain a recognized legacy of affordable higher education and community support services of the highest quality. The College also serves as the only higher education institution of aviation for the State of Georgia.</p> <p>The College's historic main campus in Cochran offers academic programs of study through the baccalaureate degree for commuting and residential students. The Institution's Georgia Aviation campus in Eastman provides aviation specific technical education for the State while supporting the main campus' Bachelor of Science in Aviation Management degree program. The Dublin Center provides educational opportunities for central Georgia commuting students. Selected certificate and associate degree programs, as well as additional advanced higher education opportunities, are offered online and in collaboration with participating four-year institutions. In addition, MGC provides undergraduate education addressing the economic development needs of Georgia's heartland and the state's aviation industry.</p>
Institution Mission:	∞ Promoting a campus-wide commitment to student learning that is embedded in course and program design, teaching, achievement, and

	<p>student development activities.</p> <ul style="list-style-type: none"> ∞ Providing the highest quality classroom and/or advanced distance learning instruction that enriches and challenges learners in all programs at all levels. ∞ Creating a welcoming campus community that nurtures a culturally and ethnically diverse student body. ∞ Offering programs of excellence leading to certificates and associate degrees to prepare students for immediate employment and/or acceptance to baccalaureate degrees at Middle Georgia College or other colleges and universities. ∞ Offering a signature aviation program that is the only public curriculum in Georgia leading to select baccalaureate degrees in aviation management as well as certificate and associate programs in flight and aviation technology specialties which prepare students for immediate employment, careers, and further study in aviation. ∞ Providing the Georgia Academy of Mathematics, Engineering, and Sciences (GAMES) program which challenges gifted students to experience the rigors of higher education at an earlier entrance. ∞ Providing the support resources, services, and learning activities that enhance student learning, facilitate student success, and promote personal enrichment. ∞ Providing and supporting an adaptive, effective, and efficient human and physical infrastructure which maintains and supports the learning environment.
<p>Institution Customer Service Vision:</p>	<p>Middle Georgia College will be a dynamic learning-centered environment of excellence and innovation which builds upon its tradition of providing higher education opportunities, dedicated services and enriching experiences in a caring, challenging, engaging, and enjoyable community atmosphere.</p>

<p>Institution Strategic Goals for SFY08 (Related to Customer Service)</p>

<p>Overview of the SFY08 Customer Service Improvement Plan Highlight Areas for Improvement and Major Actions Planned</p>
<ul style="list-style-type: none"> ∞ To increase accessibility via automated telephone system ∞ To increase awareness of customer service areas for training and improvement through sharing resources on campus and within the organization

Key Programs

Key Program:	<i>Middle Georgia College's Unified Messaging</i>	
Area of Improvement:	Automated Phone Answering System-Improving communication via return calls and quick response time	
Primary Customers Impacted (include internal and/or external):	Anyone calling Middle Georgia College including potential students and families or within Middle Georgia College (i.e. office to office)	
Number of customers (approximate) impacted by this program:	10,000 annually	
Number of employees impacted by this program:	200 (estimated by divisions and departments)	

Key Program:	<i>Middle Georgia College customer service training</i>	
Area of Improvement:	Improving customer service across the entire campus via training and sharing ideas and resources	
Primary Customers Impacted (include internal and/or external):	Primary customers would be all students, potential students, parents, alumni, friends of Middle Georgia College	
Number of customers (approximate) impacted by this program:	4000 Annually	
Number of employees impacted by this program:	300 (Faculty and Staff)	

(Copy and repeat table as needed)

Total number of employees impacted by all key programs:	300
Total number of employees in the agency:	300
Total number of customers (approximate) impacted by all key programs:	14,000

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

Key Program:	<i>Middle Georgia College's Unified Messaging</i>			
Area of Improvement:	Automated Phone Answering System-Improving communication via return calls and quick response time			
		Which Customer Service goals are impacted? (Check all that apply)		
		Faster (Process)	Friendlier (People)	Easier (Access)
Action:	Implementation of an automated phone answering system	X	X	X
Action:				
Action:				
Action:				

Key Program:	<i>Middle Georgia College customer service training</i>			
Area of Improvement:	Improving customer service across the entire campus			
		Which Customer Service goals are impacted? (Check all that apply)		
		Faster (Process)	Friendlier (People)	Easier (Access)
Action:	Scheduling training sessions on campus for better customer service by sharing ideas and resources	X	X	X
Action:				
Action:				
Action:				

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

SECTION III. CUSTOMER SERVICE IMPROVEMENT PLAN DETAILS

Key Program:	<i>Middle Georgia College's Unified Messaging</i>	
Area of Improvement:	Automated Phone Answering System-Improving communication via return calls and quick response time	
Action:	Implementation of an automated phone answering system	
Description: (What are you trying to accomplish, including goal / desired result?)	Goal: Currently, Middle Georgia College does not have an automated phone answering system. The implementation of this system will give employees the ability to return calls to current students, potential students, parents, alumni, and friends of the college. Also departments within the college will have the ability to return calls to offices or divisions with quicker, easier means.	
Ownership: Who is responsible for this Action? (Office, Department, or Role)	Office of Facilities Management will help coordinate and implement the new automated telephone answering system	
Planned Start/End Date:	Fall 2007 ~ ongoing	
Actual Start/End Date:	Same as above	
Resources needed to complete project: (people, capital, etc...)	Phone system has been planned, approved, and funded	
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)?	Caller satisfaction with the accessibility and ability to leave a message for a return call from a Middle Georgia College employee	
Measurement Tools Used	Georgia Service Quality Index	
	Employee Job Satisfaction Survey	
	Other:	In house surveys
	Other:	
Comments:		

(Copy and repeat table as needed)

Key Program:	<i>Middle Georgia College customer service training</i>	
Area of Improvement:	Improving customer service across the entire campus	
Action:	Scheduling training sessions on campus for better customer service using on campus resources	
Description: (What are you trying to accomplish, including goal / desired result?)	Establish an ongoing method of training and sharing resources within the college to improve customer service training	
Ownership: Who is responsible for this Action? (Office, Department, or Role)	Office of Human Resources	
Planned Start/End Date:	Fall 2007 ~ ongoing	
Actual Start/End Date:	Same as above	
Resources needed to complete project: (people, capital, etc...)	No outside resources needed.	
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)?	Caller satisfaction with the accessibility and ability to leave a message for a return call from a Middle Georgia College employee	
Measurement Tools Used	Georgia Service Quality Index	
	Employee Job Satisfactions Survey	
	Other:	
	Other:	
Comments:		

(Copy and repeat table as needed)

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
Customer Satisfaction						
Employee Job Satisfaction						

(Add rows as needed)

Accomplishments

Action	Describe Current Quarter Accomplishments

(Add rows as needed)

Challenges or Changes in Plan

Changes to Actions in Plan	Description of why this change is needed

(Add rows as needed)

Next Quarter Actions

Next Quarter Actions

(Add rows as needed)

Call Center Performance

Key Performance Indicator	Baseline	Goal	Results Q1	Results Q2	Results Q3	Results Q4
Calls Answered By A Person						
% Not Answered						
Average Speed To Answer						

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

SECTION V. ADDENDUM

(Optional)

Attach or paste any documentation, additional information or addenda here.

Review and Approval

<u>Josh Foskey</u> Customer Service Champion	<u>6/1/2007</u> Date
<u>Dr. Richard Federinko</u> President / Agency Head	<u>6/1/2007</u> Date
_____	_____
_____	_____