

SERVICE DELIVERY AND PERFORMANCE IMPROVEMENT IN THE PUBLIC SERVICE; - DEVELOPING THE CUSTOMER ORIENTATION AND EFFICIENCY IN THE PUBLIC SERVICE.

ABSTRACT:

This can be achieved by aiding and partnering with stakeholders and clients [individual or corporate] to achieve their goals without losing sight of her core mandate. **Performance Improvement and Service Delivery** then become indispensable tools and concepts that would drive activities and service delivery in every desk. It is a known fact that efficiency and productivity are not entirely driven by machines and technology. The staff of every organization is at the core of every tool and need periodic reorientation to be brought up to speed regularly.

The aim is to encourage every staff to view clients and stakeholders as Customers and not just person/organization seeking to access services. Good customer service rests on three pillars; the Right Employees, Sound Practices, and Training. These can be taught and internalized by every staff particularly the front line staff and desk officers. The advantages are immense and without limit. Chief among these is the reduction in the costs both for and stakeholders/customers. Secondly, it improves customer satisfaction, loyalty and willing compliance or cooperation. A Customer Orientation attitude will also improve perception and cooperation with the organization.

OUR THESIS

The focus in seminar mate is on organizational and corporate efficiency. We always seek to bring corporate solutions to needs and work challenges while addressing specific problems.

Seminar mate can define and re-establish higher values to work through a set of stimuli to engineer change and responsiveness in the staff. These we will achieve through dynamic and interactive processes that expose learning experiences and change actions that will lead to attitude change and reinforcement as well as aptitudes necessary for specific task performance.

To achieve these goals, it is important to establish a true Customer Service Orientation which defines every process and activity. It is also necessary to integrate Customer Service Management [CSM] as well as Performance Improvement Practices into the work processes and ethics within the organization. While it is easy to establish Performance Improvement Index in commercial organizations, it is a bit tricky to establish true Key Performance Indicators [KPI] in Public Service Providers but Seminar mate will help define and clarify these elements as essential element in the work processes. Indices like Service delivery time, Cost of Service and Positive Staff Disposition will be seriously considered.

We know that the ability to go beyond transaction-based excellence and move toward creating strategic value for customers by delivering elements of their business plan that would make them successful, the bottom line is the drive to a greater degree of integration with their customers.

Emphasizing Customer Service Management [CSM] becomes paramount in order to generate the necessary feedback to better serve customers/service consumers. And the way to tell if they're getting better at serving their customers is to use CSM feedback to do improvement action planning based on fact-based decision making. When we accept that people, and their attitudes and behaviors, are of key importance and we match that with good process, we achieve real and sustainable improvement.

Many Organizations have plenty of tools, lots of processes and sufficient structure to generate autonomous and self sustaining performance improvement culture. The focus must shift to provide a proper balance between People and Process. As some will say, "Customer Service is not a Department, neither is it a Desk. It is a mindset that permeates every aspect of the organization." The mindset we need to consistently apply must include not only performing the task but also creating and sustaining a work culture that improves the performance of that task.

THE PROCESS

Seminarmate is conscious of the fact that learning is a life long activity. Knowledge and information are not something that is simply thrown at the recipient. We view them as attributes that are developed jointly and drawn out from the individual for an enduring and positive transformation.

We are adopting unique and innovative life changing models through interactive workshops and seminars. We seek to achieve Conscious Social Change as a process led by responsible and ethical change agents, who engage in their own practice towards deeper self-knowledge and personal transformation. Salient issues in Performance Improvement culture will be clarified and analyzed with relevant staff to jointly develop working models and processes. These models and processes will be achieved with the participants in an interactive method under the guidance of a moderator and resource person for each theme. We adopt all inclusive models because it is important that the entire organization understand what the journey looks like; what should be expected on the road to performance improvement; and what is required to create a working culture to support this objective.

OUTCOMES

Seminarmate seeks to create an enabling environment that will permit consistently delivery of high quality and timely services that exceed internal customer expectations under what ever circumstance.

1. Staff development in both attitudes and aptitudes is the core benefit of CSM. It is unlikely that the delivery of these products and services will improve without true involvement of the people who are motivated, willing to apply new ideas, and take calculated risks.

2. Effective teams are developed both in the individual, departmental and organizational level with a strong focus on improving and sustaining performance.

3. Proactive Issue Identification, Identifying issues will be promoted as being positive – “The staff can solve most problems/challenges if they know about them.” Employees will understand the benefits of early or proactive identification of issues versus a reactive response to incidents or events.

4. Ability to Manage Change is viewed as a process that must be followed closely and deliberately. People need to understand why the change is taking place and what is expected. A performance improvement culture welcomes and adopts change.

5. Learning Mindset. Learning is at the core of performance improvement and it requires a working culture to be in place that understands how learning affects performance

6. A performance improvement culture promotes self assessment. It should be expected that self assessment on people and process be performed on a consistent and continuous basis. We should specifically assess the effectiveness of performing tasks and working as a team and whether it is supporting a performance improvement culture.

7. Effective Leaders. In addition to functional roles, supervisors/managers will come to accept the role of promoting performance improvement and creating a working culture that will supports this objective. In implementing performance improvement in the real world, effective managers will need to continue acquiring and practicing leadership skills as well as applying those skills in their team environments. Existing processes generate new processes where opportunities are identified or where gaps exist.

8. Effective teams recognize that in order to reach the “next level” of performance there must be a clear balance between people and process. Focus will shift towards the people side of the equation.