



THE STATE OF GEORGIA

EXECUTIVE ORDER

BY THE GOVERNOR:

- WHEREAS:** The Commission for a New Georgia (“Commission”) conducted extensive research regarding citizen contact with state government entities in Georgia that included an in-depth study of national best practices and industry standards for customer service and an extensive data collection focused on telephone calls as the public’s primary method of interaction with government services; and
- WHEREAS:** The work of the Commission’s Customer Service Task Force involved the examination of citizen telephone calls to 123 state entities, linked to 800 state programs and services including 26 formal call centers and 468 other call handling operations; and
- WHEREAS:** The State of Georgia governmental entities collectively spend approximately \$256 million a year answering telephone calls with hold times ranging from 1 second to 56 minutes and with estimated costs of answering these calls ranging from \$3.50 in an efficient automated call center to \$10.50 in a small call handling office; and
- WHEREAS:** The Customer Service Task Force found that no statewide standard or expectation exists in Georgia to guide government constituent response processes resulting in misdirected calls, unacceptable response lag times, and widespread uncertainty and frustration amongst the Georgia citizenry regarding government customer service; and
- WHEREAS:** As recommended by the Customer Service Task Force, Georgia must significantly elevate the level of customer service experienced by Georgians when interacting with their state government in order for Georgia to become the nation’s best managed state; and
- WHEREAS:** Improving customer service response within state government will necessitate a change within the government culture regarding the mindset on delivering public services; and

WHEREAS: Addressing the negative experiences of Georgians in regard to their interaction with various state agencies requires special attention and strong executive leadership working with agency personnel.

NOW, THEREFORE, PURSUANT TO THE AUTHORITY VESTED IN ME AS GOVERNOR OF THE STATE OF GEORGIA, IT IS HEREBY

ORDERED: That the Governor's Office of Customer Service be created for the express purpose of coordinating, managing and implementing a customer service initiative that will imbed process improvement and cultural development methodologies within state government entities, assist in the creation of a general information center, improve existing call centers, and assist with the implementation of a virtual information center, thereby establishing a culture of raised expectations amongst all state governmental entities of improved customer service.

IT IS FURTHER

ORDERED: That the Governor's Office of Customer Service be attached to the Governor's Office of Consumer Affairs for administrative and budgetary purposes.

IT IS FURTHER

ORDERED: That a component of the customer service initiative be the development of a system for measuring the results of the improvement efforts coordinated, managed and implemented by the Office of Customer Service.

IT IS FURTHER

ORDERED: That Joe Doyle, Administrator of the Governor's Office of Consumer Affairs, because of his demonstrated track record and commitment to improving customer service, is hereby designated to assume the role of leading Georgia's customer service initiative as head of the Governor's Office of Customer Service, effective immediately. Mr. Doyle will retain his position and responsibilities with the Office of Consumer Affairs.

This ²⁵ day of January, 2006.


GOVERNOR