

## 2018 LGFCU Excellence in Innovation Award Project Evaluation

<b>Project ID</b>	GG-4
<b>Title of Program</b>	CUSTOMER APPRECIATION INITIATIVE
<b>Program Category</b>	
<b>Submission Date</b>	5/29/2018 2:45:34 PM
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<b>Implementation Date</b>	7/1/2017
<b>FLSA Designation</b>	Both (if applicable to a team)
<b>Project Team Members</b>	Neal Dixon (Director - Tax Collector), Chris Daniels (Operations Manager)

### **Description of Productivity Improvement**

The Office of the Tax Collector (OTC) wanted to demonstrate its appreciation of our customers by enacting an initiative to give a thank you note to each customer that visited our office or interacted with our employees. Often, the tax office is the only interaction residents have with their local government, and the OTC strives to ensure quality customer service in each interaction. Expressing our appreciation for each customer can help establish a positive view of their local government and their experience with the OTC.

### **Description of why this project was initiated**

The OTC solicits customer feedback through survey cards, online surveys, and telephone surveys. Last fiscal year, the OTC had a customer satisfaction rating of 97%, but we wanted the customers to have a meaningful interaction with our employees and achieve higher customer satisfaction. The goal is to have 100% satisfaction and our customer service appreciation initiative can help us reach our goal, and potentially help establish a positive view of our office and local government. Expressing appreciation can make taxpayers feel positively about their government and their experience with the OTC. As a result, our practices with the thank you notes need to be from an outward thinking perspective, meaning that we need to look at customer interactions from the customers' points of view. For example, if a customer approaches the counter and makes a small payment on a large tax

bill, the customer should receive a thank you note to show our appreciation for them visiting our office, interacting with our staff, and making a tax payment.

**Quantifiable results (sustainability, cost savings, cost avoidance and/or a higher level of service).**

**Indication of what resources were used and what was done with any accrued time savings**

Since introducing the initiative and the thank you notes, the OTC's customer satisfaction rating has increased to 98%. While a 1% increase may not seem large at first, the initiative was introduced during the delinquency and enforced collection period of the tax year. The OTC has a total of 3,000 thank you notes with a total cost of \$210.22.

**Other descriptive information**

Customer service is important to the OTC because it is often the only contact a taxpayer has with the department. The thank you notes shows that department acknowledges and appreciate the taxpayers while building trust with our residents. Since introducing the initiative and the thank you notes, the OTC's customer satisfaction rating has increased to 98%. The OTC shows that the department truly cares about the taxpayers and is always striving for improvement.