



## Improving ease of doing business and reducing effort

Exceptional service experiences meet people's needs, and they are easy and enjoyable. Easy customer experiences are ones in which people, technology, and equipment are readily accessible, processes are quick, and information is clear and helpful.

Objective: To help people understand the concept of ease of doing business and reducing effort; understand how these contribute to reduced stress for our customers and employees; and foster an environment that allows for creative problem-solving and higher levels of customer satisfaction as well as team performance.

### Activities

Ask employee(s) to name some of the factors that complicate doing business with you. See if any of these seem familiar:

- Relevant regulatory information – laws, policies, Ordinances, Regulations, and codes– are not up to date or easy to access
- Current HR guidelines and procedures are difficult to find
- The current system is not user friendly
- The system is not automated – work needs to be done manually
- It's problematic to track items between departments
- Tracking relevant Key Performance Indicators, or other metrics, is difficult - if you can do it at all

Now ask employee(s) for ideas they have on how to reduce customer effort. Brainstorm how to implement some of the ideas.

### Engagement and Ease of Doing Business:

1. Do you receive recognition when you make it easy and enjoyable for others to work with your department? (Q5 – My supervisor, or someone at work, seems to care about me as a person and Q4 – In the last seven days, I have received recognition or praise for doing good work.)
2. Do you feel like coworkers try to make it easy and enjoyable for people to work with their department? (Q9 – My associates or fellow employees are committed to doing quality work)
3. Do you have someone you trust and confide in order make your job easier? (Q10 – I have a best friend at work.)
4. Do your development opportunities make it easier for you to do your best at work? (Q12 – In the past year, I have had opportunities at work to learn and grow.)



Tips to make customer experiences easy:

1. **Implement more customer self-service** – Think about how your department could make services or information more accessible to people. When done well, self-service improves customer satisfaction so make suggestions and share ideas.
2. **Integrate information between departments** – While departments may have different functions, our customers view us as one entity with which they are communicating in the hopes of resolving a concern. Consider ways to share information between departments to provide a streamlined experience for the customer.
3. **Stay on top of changes** – Learn about things like new technology, fresh mapping tools and updated web pages so you can share the most relevant information in a timely manner.