

Project Charter

Project Name: CS&L feedback system

Date Chartered: January 27, 2013

Expected Completion Date: June 2013

Team Leader: Carlos Landeau

Project Sponsors: Diane Brookbank – Kristy Rogers

Team Goal/Mission:

The goal of the new Customer Service system is to collect, route, resolve, and track customer feedback throughout the agency in the Wisconsin Department of Natural Resources. The system will also provide routine reports on feedback and feedback resolution, as well as provide the ability to analyze customer feedback and use it to improve customer satisfaction.

The new system and process will do the following:

1. Reduce DNR staff time required for the process.
2. Maintain and/or reduce the time it takes to respond to customer feedback
3. Improve internal customer satisfaction by creating a system that is easy to use, and meets the needs of the internal customer.
4. Collect and analyze data in order to evaluate customer feedback
5. The system will protect sensitive* information

How to quantify success:

1. Reduce staff time by 10%
2. DNR response time for feedback that requires follow up is within 24hours – 95
3. Internal customer satisfaction of the system; this will be measured using surveys -75% are satisfied that the new system meets their needs.
4. 50% of staff* use the reports/data from the system
5. Legal/Security staff verifies that all sensitive information is protected.

Team Members:

Marcela Sime – OC 2nd floor

Hillary Baumann – Administration 8th floor

Adrian Sullivan – Customer Service 1st floor

Issues to be addressed:

1. We don't track feedback consistently.
2. Feedback given is not always followed through.
3. We do not possess data derived from customer service feedback, which we can analyze in order to improve as an Agency, and improve our customer service

Expected Results:

- A system that can be used by either staff or customer to input their comments/complaints.
- A consistent track-able process for providing response to feedback.

Support/Resource People:

Mike Bruhn

Bill Cosh

Karl Brooks

Kevin Huggins

General Public

Kathy Olson

Customer Service staff

Law Enforcement staff

Rick Faherty

Lori Ross Liason to Natural Resource Boards

Others to be determined

Responsibilities and Boundaries:

- The team will look at all of customer feedback agency wide.
- The team will look into replacing the SharePoint site for Secretary's letter
- The team will not look at post transactional customer survey