Overview
An innovative, flexible change program designed to support the development of a high level customer service culture across the State Government sector. The program is underpinned by the SA Government’s reform initiatives, and works at all levels of an organisation to develop principles, values and behaviours to build the capacity of the organisation to deliver exceptional customer service.

The program is highly informed by organisational psychology, particularly with regard to innovative leadership approaches, resilience and well-being (Seligman), and the application of positive psychology principles in mastering employee engagement (Hamish). It is designed to be conducted in partnership with the client, and involves a four phased approach to provide the foundations for the development of a strong customer service culture within an agency, directorate, division or unit. The change program will be tailored to meet the unique requirements of each organisation, through initial meetings with the client to discuss the current service culture and associated challenges.

Program Outline
Step 1 - Diagnostic Session: An important first step in building a strong service culture is to hold a diagnostic session with the senior leaders in the organisation to define desired customer service standards and behaviours. Leaders would develop a draft set of principles that would be used as a starting point for the next phase of the program.

Step 2 - Consultative Focus Groups: Group Forums with individuals responsible for the delivery of customer service across the organisation to review the principles, and identify challenges enablers and inhibitors to customer service, identifying issues for resolution.

Step 3 - Staff Sessions: Based on the outcomes of the diagnostic and customer service forums, these sessions will build knowledge, understanding and skills necessary to develop a customer service culture. Relevant case studies will be used to facilitate individuals understanding of excellence in customer service. The program will draw on principles of positive psychology to create a mindset and team culture that balances the challenging nature of front-line service roles.

Step 4 - Sustain Culture: John Kotter, in Leading Change, refers to this step as “Making it Stick”. It is important to identify systems, behaviours, and structures that reinforce the service culture. This step focuses on a review of progress against outcomes. It also identifies any areas requiring reinforcement.

Outcomes
By the end of this program your organisation will have:
- Identified and agreed on the principles of customer service excellence, associated leadership behaviours, and systems to build service excellence
- Trained staff in principles of customer service excellence, and developed individual resilience and capacity to handle difficult service interactions effectively
- Identified and implemented changes to systems and structures to support a service culture and removed inhibitors to customer service excellence

Who Should Attend?
This is an internal change program and has been designed to be led by senior managers, refined by service staff, and rolled out across the organisation.

Benefits to you
- Enhance your capacity to become a good policy advisor
- Gain exposure to policy making processes whilst having the opportunity to share cross agency information

Benefits to your organisation
- Utilise a proven approach to building and sustain a customer service framework
- Build morale and performance through strong service culture
- Identify system and process changes to support the maintenance of a strong service culture

Essential Course Details
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<tr>
<th>Length / Date</th>
<th>Internal Change Program (in-house delivery)</th>
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<tbody>
<tr>
<td>Facilitator</td>
<td>Kerrie Ashcroft and Kathryn McEwen</td>
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<td></td>
<td>(Organisational Psychologist)</td>
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