



LCCAA Star Service Program

Presenters:

Jackie Boehnlein, President & CEO
Aaron Thompson, Director of Operations



Questions and Answers

- No two Community Action Agencies look exactly alike, but commitment to helping others is core to every Community Action Agency in our country
- No replication without adaptation



Star Service @ LCCAA Today & Tomorrow

- SMART goals
- Systems approach
- Celebrating the possible while planning for bigger things



Fully Serving Customers

Fill out the handout based on your experience with customers.



Objective:

- Raise your awareness of deeply serving customers in your role, department/program, and agency

Background Story of LCCAA's Star Service Program

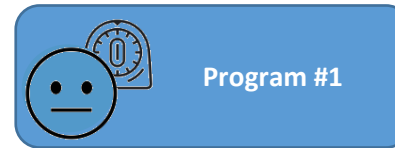
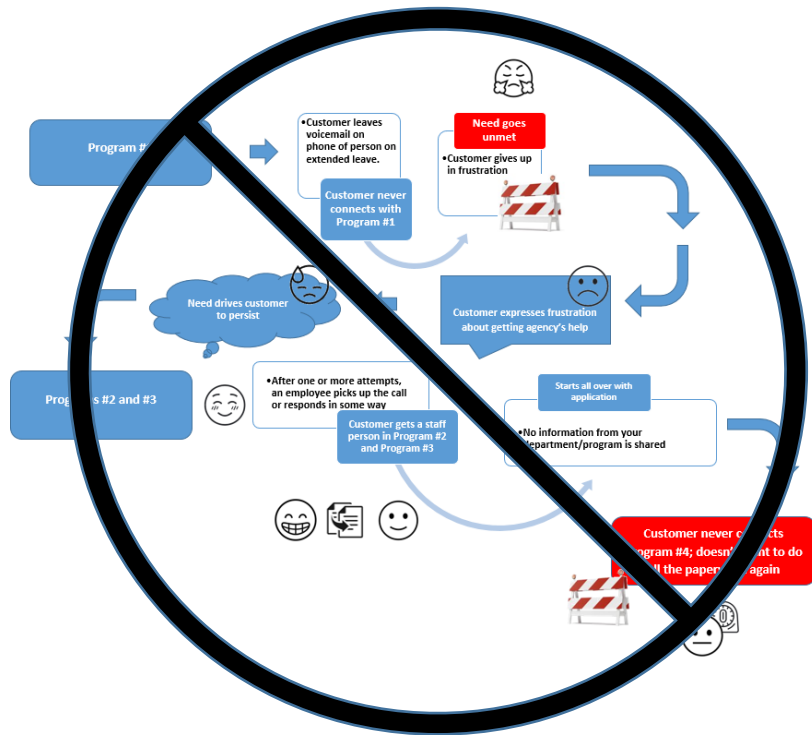


- Getting beyond the "good luck with that"
- Overcoming "silo confusion" to better share customers
- Accountability to customers

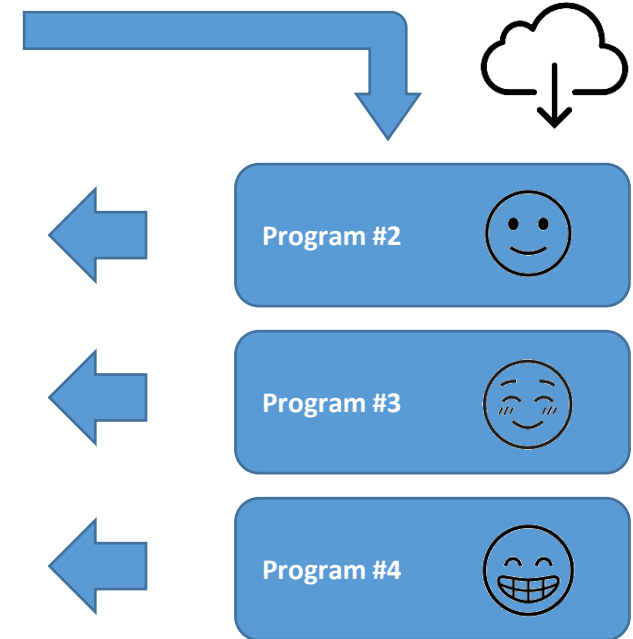


Fully Serving Customers

Customer's Journey



- Staff person identifies all areas of need as an intake step
- Fills out internal referrals so customer will be contacted
- Customer gets contacted by program to close the referral





Core Concepts:

- **Star Service is about how our customers experience our services.**
- **Star Service challenges us to think beyond our own programs in servicing customers.**
- **Star Service requires us to follow through instead putting that burden on customers.**



Linked to agency's strategic goals with results reported to and monitored by the board of directors.



Referrals tracked through to a successful customer contact.



Group quarterly goals supported by an employee incentive program.



Document and customer information sharing.



Designated program champion (Director of Operations).

Head Start
Early Head Start

HEAP/PIPP/LIHWAP

Emergency Rental
Assistance

CSBG Programs



“We genuinely have our own stuff.”



- Program Compliance
- Full Enrollment
- No Waivers
- CLASS Scores
- Child Outcomes

- Crisis Appointments and Walk Ins
- High Volume of Applications
- File Compliance

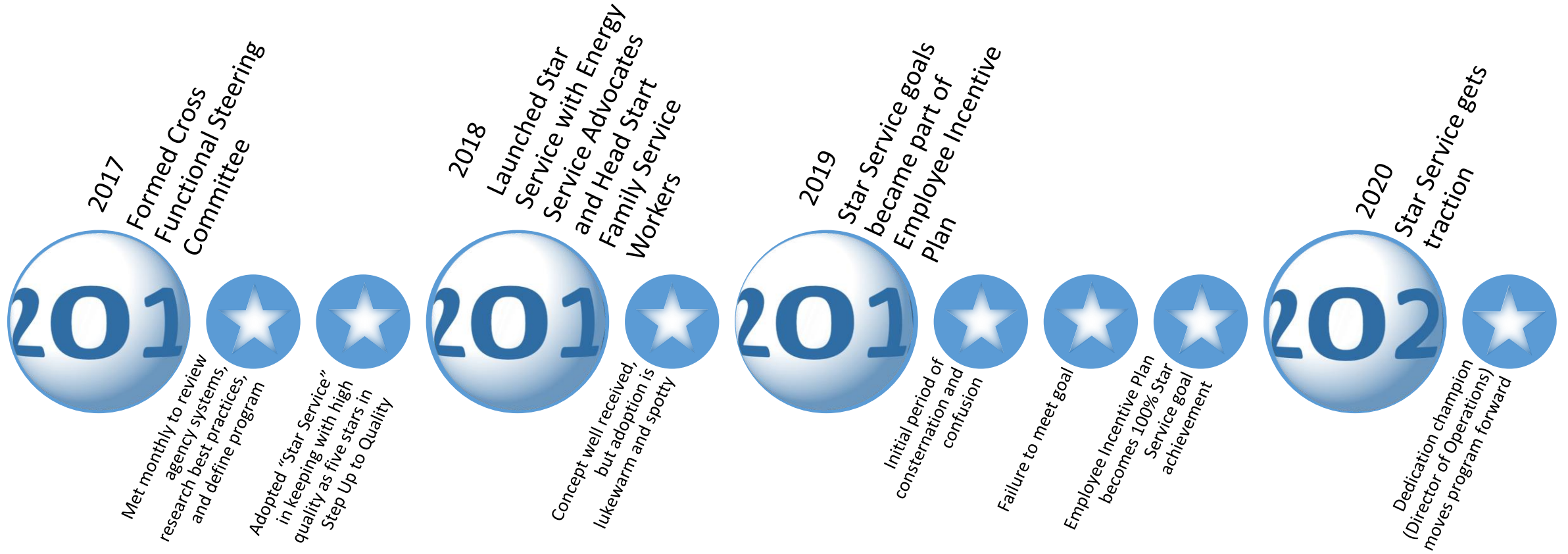
- High Volume of Applications
- Fraud
- File Compliance
- Eviction Prevention

- Program Outreach
- Shoe-String Budgets
- Community Partnering

**“Helping customers is what we
(collectively) do.”**



Getting the Concept to Work



Setting and Achieving Service Goals



- **Achievable metrics with every program contributing at a higher level at different points of the year.**
- **Metrics evaluated prior to the start of each quarter.**
- **Progress reported at weekly staff meetings (936 Broadway and Central Plaza staff) to promote consistent goal achievement.**

Star Service 2022

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Rank
Rent (HRG)	11	15	32	29	37	49	68	1	0	5	5	10	262	1st
PIPP	15	12	15	9	17	8	19	16	13	14	25	14	177	2nd
HEAP	11	12	7	11	10	9	8	19	17	22	22	16	164	3rd
Water-Renter	13	27	8	6	26	18	12	9	4	5	10	9	147	4th
Winter Crisis	21	23	19	0	3	0	7	7	11	21	9	12	133	5th
By Car	5	4	7	11	7	11	13	8	4	7	11	1	89	6th
External Referrals	9	4	7	1	9	5	5	5	3	7	19	8	82	7th
Summer Crisis	0	0	0	2	7	4	10	22	14	1	2	1	63	8th
Head Start	3	3	5	7	0	0	2	5	5	9	8	2	49	9th
Early Head Start	0	1	2	2	0	0	6	5	1	4	4	0	25	10th
Water-Home Owner	0	0	0	0	1	0	0	4	4	5	6	2	22	11th
Youth	6	0	0	1	3	0	0	1	0	3	1	2	17	12th
Pregnancy Services	0	0	0	0	0	0	0	2	2	2	1	0	7	13th
Monthly Total	94	101	102	79	120	104	150	104	78	105	123	77		
Quarterly Total	297			303			332			305			1,237	
Quarterly Goal	225			255			270			300			1,050	
Percent to Goal	132%			119%			123%			102%			118%	

Using Automation to Improve Service



- **Chat box on website added in 2022**
- **“Contact Us” system with response tracking averages 200 inquiries per month**
- **Workflow reporting in Docuware**
- **Universal application in Salesforce under development that will support document sharing between programs**

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