Maryland Department of Aging:
Customer Service Annual Report

Agency Liaisons

Phil Fleischer
Executive Associate II
Maryland Department of Aging
301 W. Preston St., Suite 1007
Baltimore, MD 21201
410-767-2635
Phillip.fleischer@maryland.gov

Andrew Ross
Director of Government Affairs and Administration
Maryland Department of Aging
301 W. Preston St., Suite 1007
Baltimore, MD 21201
410-767-2116
Andrew.ross@maryland.gov

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FY17 Highlights

- 3,800 complaints investigated and closed by ombudsmen

- 180 abuse complaints investigated and closed by ombudsmen

- 10,000 consultations provided by ombudsmen

- 397 public guardianship cases diverted

- 11,717 individuals receiving MDoA coordinated home and community-based services

- 136,816 individuals connected to public and private programs that are responsive to an individual's identified needs

- 4,099 person-centered written Action Plans developed to promote consumer choice and self-determination

- 732,962 individual information and assistance contacts (in person and via telephone including the statewide 1-844-MAP-LINK number)

- 1,088,000 meals served in congregate meal programs

- 1,139,000 meals delivered to homes

- Implemented a front desk call log for incoming telephone and in-person contacts that allows for data aggregation and analysis to improve tracking, responsiveness, and time-to-resolution

- MDoA website and related publications updated

- MDoA maintains an active social media presence that provides information on services, events, and news that provides citizens and businesses with information important to them

- Results from the Customer Experience Survey are used to improve various services

- Analyzed business hours to verify their alignment with customer needs

- Conducted focus group-type meetings with stakeholders

- Conducted staff meetings to discuss customer service goal progress

- Implemented a formal award to recognize top performers in MDoA for their professionalism and courtesy, responsiveness in resolving a customer's needs, and for innovations that improve customer service

- Reduced CCRC approval processing time from 94 days in 2014 to 33 days in 2017

Recognition Given to Employees

The Maryland Department of Aging is proud to have presented two Customer Service Awards in FY 17:

1) The first Customer Service Award was presented to Chris Arrington, who has provided outstanding service to the residents of Maryland and MDoA for over 10 years. Chris serves as administrative support to the Department's fiscal and operations unit. In this role, Chris ensures the prompt processing of fiscal documents and has provided a leadership role in training front desk staff.

2) The second Customer Service award was presented to Eram Abbasi for outstanding customer service to the residents of Maryland and the Maryland Department of Aging. Managing the Maryland Access Point Program, Eram has helped directly and indirectly, thousands of older adults, caregivers, and individuals with disabilities find the support they need to stay healthy and independent.

Leadership Analysis of FY17 and Summary of FY18 Approach

The Maryland Department of Aging is pleased that the majority (82%) of FY 17 scale items responses are "Very Satisfied." This is a reflection of the dedication and hard work of the well-informed staff at MDoA. By achieving and in many cases surpassing the goals set to support older adults, MDoA continues to establish Maryland as an attractive location for all older adults. By helping to establish vibrant communities and offer supportive services that provide the opportunity to live healthy and meaningful lives, MDoA continues to enhance Maryland as a state where residents can "Live Well, Age Well."

In FY 18, MDoA will continue to provide outstanding customer service to citizens, grantees, governmental agencies, private organizations, and all other parties. At the same time, MDoA will adopt a forward-looking approach that further seeks to enhance the quality of services delivered by embracing modern technological solutions, innovative approaches, and fiscally responsible practices that will further allow older adults to age in a safe and healthy manner in their communities. As the population of Maryland adults over the age of 60 is expected to increase 40% by 2030, it is critical that MDoA establish efficient and effective policies and practices to meet this growing demand. In FY 18, these improvements will include:

- Transitioning to automated processes and electronic systems to accelerate the review and approval of necessary reports and payment requests;
- Implementing the new Senior Call Check Program to reach more seniors and provide check-ins, time sensitive information, response to emergency situations, and other information;
- Regulatory review;
- Creating a newsletter to inform citizens about services, events, and news that is important to them; and
- Implementing video conferencing.

The Maryland Department of Aging is excited to continue to provide exceptional service in FY 18 and beyond.

Very truly yours,

Bonnie Glick, Deputy Secretary

Detailed FY17 Results and FY18 Plans

Customer Service Survey Results

Statistics:

Statistics below from the period 1/9/17 through 8/6/17

-**59 completed surveys submitted**

-Aggregate scale item responses across survey questions:

- Total scale item responses: **354**
- Very Satisfied: **292 (82%)**
- Somewhat Satisfied: **29 (8%)**
- Neutral: **10 (3%)**
- Somewhat Dissatisfied: **3 (1%)**
- Very Dissatisfied: **20 (6%)**

-Question 1: Overall, how satisfied are you with the customer service provided?

- Very Satisfied: **48**
- Somewhat Satisfied: **5**
- Neutral: **1**
- Somewhat Dissatisfied: **1**
- Very Dissatisfied: **4**

-Question 2a: Please rate our customer service on the following attributes: Friendly and Courteous

- Very Satisfied: **50**
- Somewhat Satisfied: **4**
- Neutral: **1**
- Somewhat Dissatisfied: **0**
- Very Dissatisfied: **4**

-Question 2b: Please rate our customer service on the following attributes: Timely and Responsive

- Very Satisfied: **48**
- Somewhat Satisfied: **6**
- Neutral: **2**
- Somewhat Dissatisfied: **0**
- Very Dissatisfied: **3**

-Question 2c: Please rate our customer service on the following attribute: Accurate and Consistent

- Very Satisfied: **48**
- Somewhat Satisfied: **4**
- Neutral: **3**
- Somewhat Dissatisfied: **1**
- Very Dissatisfied: **3**

-Question 2d: Please rate our customer service on the following attributes: Accessible and Convenient

- Very Satisfied: **48**
- Somewhat Satisfied: **6**
- Neutral: **1**
- Somewhat Dissatisfied: **1**
- Very Dissatisfied: **3**

-Question 2e: Please rate our customer service on the following attributes: Truthful and Transparent

- Very Satisfied: **50**
- Somewhat Satisfied: **4**
- Neutral: **2**
- Somewhat Dissatisfied: **0**
- Very Dissatisfied: **3**

Analysis/Improvement:

MDoA is pleased to see the majority (82%) of scale item responses are "Very Satisfied," with only 7% combined answering "Somewhat Dissatisfied" or "Very Dissatisfied." A number of the "Dissatisfied" responses arose from issues senior citizens were having with other agencies, rather than the Maryland Department of Aging itself.

Additionally, a number of these "Dissatisfied" surveys were incorrectly assigned to MDoA when they in fact concerned other departments.

In FY 18, MDoA would like to simultaneously increase the number of "Very Satisfied" responses and decrease all other response types, as well as collect more responses overall.

Status of Customer Service Training

77% of MDoA employees have completed customer service training, with new employees counting as some of the remainder that have not yet completed training. In FY 18, MDoA has a goal of having 100% of employees complete the customer service training.

Customer Inquiry Response Times and Overall Time-to-Resolution

Timeliness of Responding to Customer Inquiries

In FY 17, MDoA improved timeliness in responding to customer inquires by establishing a call log for telephone and in-person contacts with distinct sections for the MDoA staff member recording the contact, date, time, relevant County, primary issue, action taken, explanation of action taken, and other items. Through the improved accounting of citizen contacts, MDoA staff are able to respond to concerns in a more timely and thorough fashion. These improvements are reflected by the positive responses gathered by the FY 17 customer service surveys.

As more data is gathered through FY 18, MDoA will be able to improve not only the time-to-resolution of contacts, but the quality of the resolutions as well.

<u>Best Practices</u>

As described above, the call log was a marked improvement to timeliness of handling customer inquires in FY 17 by improving data aggregation and analysis.

<u>Plans for Improvement</u>

The increased volume of data gathered as the call log grows will result in improved efficiencies across a variety of impactful measures, including timeliness of handling customer inquiries.

Improving the Customer Experience from Multiple Perspectives

<u>Making Agency Services Available Online</u>

In FY 17, MDoA transitioned a number of services to online platforms, including grant management functions through eCivis, multiple paper process to digital formats (including CCRC reviews), and creating an information and resource directory through the MAP website.

<u>Processing Times for Customer Transactions</u>

The majority of improvements to transaction processing are a result of improving MDoA's available online services as described above.

<u>Adjusting Hours to Meet Customer Demands</u>

In FY 17, MDoA analyzed business hours to verify alignment with consumer demands, concluding that current business hours are optimal.

<u>Social Media Usage to Improve the Customer Experience</u>

The Maryland Department of Aging integrates a strong cross-platform communications strategy on social media. Utilizing Facebook, Twitter, and YouTube, MDoA features not only its core services and events, but also other relevant information such as helpful tips, infographics, and videos. By implementing an effective targeting strategy, MDoA communicates these messages not only to those who follow its channels, but also to those who would potentially be interested with cost-effective ads. MDoA's aim is to provide its followers with prompt response and follow through. As of 9/6/2017, MDoA has a 100% response rate on Facebook. In the past year, MDoA's social media audience has grown by 950% and our engagement rate is at an all-time high. Our goal is to become even more engaged with our audience by

getting them involved in the content creation process, ultimately allowing them to help shape the future of our communication strategies.