

BREAKING

NEWS

● LIVE

Government Communicators & Customer Service?



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BREAKING NEWS

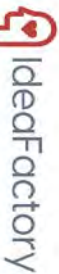


● LIVE

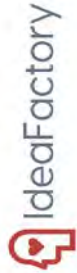


Connection Point

In the beginning, it's all about making the connection. Many have been engaging customers for so long that few realize just how important it is for our message to be consistently clear from the start. We are often more interested that the information gets out, that we concern ourselves less about HOW the message is shaped.



TRUST has been lost in government communicating



Government communicators do a tight rope walk every day. Without the trust factor in place, then rather than MAKING the connection, we end up BREAKING the connection.



US vs THEM

What's the Solution?



SIMPLIFY



HEAR

Listening vs. Hearing

Positioning or Repositioning



ALIGN

RELATE



This time, it's personal



ENGAGE



SHARE[®]



5 CUSTOMER SERVICE TIPS FOR GOVERNMENT COMMUNICATORS

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SIMPLIFY

Make things easier for the customer... in speech, on social, as well as via your audio and video components. The message needs to be kept as simple as possible.



HEAR

We often listen but don't really commit to hearing what our customers have to say. If you plan on listening, then also take the time to hear. Learn to also hear what you see.



ALIGN

Be sure to have your message line up with the reason you're sending it. Keep all messaging in alignment for sake of consistency.



RELATE

If your messaging isn't relatable, it might not be shareable. Know thy audience!



ENGAGE

If the customer is not engaged, then the customer is lost...and we are responsible for that loss.

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Who wants to feel like an outsider?



Remember that we are our customers' customers



Embedded PowerPoint Video





Questions?

MERCI!!

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