



# Lobby Management

April 2011

# Why did DDS embark on a Lobby Management initiative?

- Strive to build a customer focused relationship that starts the moment a customer enters the door.
- Obtain consistency in how customers are serviced throughout Georgia's 67 service centers.
- Better meet actual customer demand by improving skills based routing techniques.
- Overcome inconsistent and/or incorrect use of lobby queuing system tools.
- Have consistent performance measurements for all of Georgia's 67 service centers.

## Personalize the customer's experience?

- Get away from the “Take a number and wait” perception.
- Common misconception before the initiative was that Lobby Management was simply a function of operating our lobby queuing system.
- Make customers feel comfortable and welcome.
- **Stress the importance that Lobby Management is accomplished by both 1) DDS staff engaging with customers and 2) properly using lobby management system to manage the customer flow and meeting actual demand.**
- **Created new Lobby Host function to continually manage the lobby.**

## Why obtain consistency in ALL locations?

- Lobby queuing system has been in place for 10 years.
- Customers noticed a difference when they visited different customer service locations.
- **Overcome variances in how each location's lobby queuing system functions.**
- **Train all service center staff to use the lobby queuing system the same way.**

# Why use Skills Based Routing?

- Where we obtaining the maximum benefit of Skills Based Routing?
- Analyzed historical data on actual demand and customer patterns.
- Implemented proven and consistent methods, and best practices for improving the lobby queuing system's skills based routing functions.
- Trained all service center staff to perform Lobby Host functions and to better utilize Skills Based Routing techniques.
- All service center staff are assigned Lobby Host shifts.

# What's the equation for achieving consistent performance measuring?

**Consistent system use**

**+**

**Same system configuration**

**+**

**Same lobby management expectations**

**+**

**Same management standards**

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**Identical performance measurement methods**

## What worked during this initiative?

- Leverage experiences of respected front line staff.
- Set aside enough time to do the job right.
- Obtain a SME on your lobby queuing product.
- Conduct Just in Time Training for ALL staff.
- Pilot and assess before committing to larger deployment.