

Make customer service a priority

By Susan Hildreth
District F candidate

Excellent customer service is something we want and deserve from every Rossmoor department. It is a hallmark of a successful organization. Sadly, in Rossmoor, we're a long way from achieving this, and the shortfall has worsened in the past year.

The implementation of changes to room reservations is a good example. Were some system improvements needed? Yes. But the way those changes were designed, communicated and rolled out demonstrated insufficient sensitivity to the potential adverse impact on the customer – in this case the 200-plus clubs who regularly use Rossmoor facilities. What I would have preferred is a resident advisory group working with Recreation staff to design the changes and plan their rollout over a two-year period.

We need to comply with the state's alcohol licensing requirements. But the sudden demand for the clubs to comply while providing virtually no staff assistance for months is another example of insensitivity to the needs of the customer. And the elimination of coffee service has resulted in

greater consternation than instituting Bring Your Own Beverage (BYOB) practices!

How can Rossmoor achieve customer service excellence? It begins with the GRF Board collectively asserting this as a goal. Metrics must be designed and implemented so everyone knows how we're doing in this area. With the implementation of NetSuite, many online service improvements will be implemented in the coming years. There are a variety of systems that could be used to streamline room reservations for customers and staff. Recreation staff work diligently to respond to customer requests, but they could work more efficiently and effectively with 21st century tools. Providing effective strategies and resources for excellent customer service is Management 101. As a Board member, I will champion making Rossmoor's customer service something we are all proud of.

Editor's note: Candidates running for the GRF Board are permitted to submit up to four articles (maximum of 300 words each) about issues pertaining to Rossmoor and its residents. Susan Hildreth is running for director in District F.