



# LINN COUNTY CUSTOMER-CENTERED CULTURE



*Linn County is creating a customer-centered culture that places our external and internal customers at the center of everything we do.*

**“Culture”** is the way we work around here. It's our words, our actions, our beliefs and our Core Values.

As part of our transformation, we are approaching our work in terms of “products.” Departments countywide are identifying and prioritizing products, identifying customers of those products, and using the Voice of the Customer to improve a product's effectiveness or to discontinue products that do not meet our customers' needs.

But LC3 isn't just about products. It's also about workplace culture. LC3 is transforming the way we work and the way we deliver our products and services here at Linn County.

We are investing in employee training through Customer-Centered Culture workshops with Robin Lawton, LC3 Leadership University with Ted Garnett, Learning Institutes with Terry Whitson, our Core Values Academy and ongoing training with many other experts in the field all focused on personal accountability and customer satisfaction.

## **A Case for Culture:**

Why is Linn County creating a customer-centered culture? After all, we're not selling a product in competition with another provider. Our customers can't go to another county to receive the services they need from us. So why are we investing time and resources in this countywide effort focusing on customer satisfaction? The answer is simple. We want our customers to have a positive customer experience.

A positive culture begins with ourselves.

## **LC3 Key Messages:**

- Linn County embraces a customer-centered culture that provides excellent services for all.
- Culture starts at the top. Elected officials, department heads and managers are expected to embrace the Customer-Centered Culture opportunities and encourage their employees to be engaged as well.
- All employees have a role in – and are individually accountable for – creating a customer-centered culture.
- Our co-workers are our customers too.
- Exceptional internal customer satisfaction leads to exceptional customer satisfaction for the public.
- A customer-centered culture benefits both the public and Linn County employees.

### **Linn County Mission Statement:**

*Provide all customers the most satisfying products while maintaining sound fiscal management in order to enhance the quality of life in Linn County.*

## LC3 Benefits Include:

- A workplace environment that fosters accountability and increased productivity
- Engaged employees who see the connection between their jobs and Linn County's Core Values, Strategic Plan, and Customer-Centered Desired Outcomes
- Spending tax-payer money wisely
- Investing savings in innovative products
- 14-17% more likely to experience positive financial performance\*. Even though Linn County is not profit-based, we have a responsibility to be good stewards with our revenue/expenses and obtain cost savings or efficiency wherever possible (\*Source: *Human Capital Institute and PS Culture Matters (2013), "Connecting Organizational Culture to Performance, p.16)*
- Lower voluntary turnover, especially among highly talented employees
- Easier ability to attract top talent lowering recruiting cycle time/cost as well as improving teamwork and ultimately customer satisfaction
- Satisfied customers

## Linn County's Core Values:

- Communicate openly and effectively
- Demonstrate personal integrity and respect for others
- Be accountable for our actions and decisions
- Recognize valued contributions
- Create a supportive, positive work environment

We welcome your input. If you would like to share stories about LC3 work in your department, please contact us at [LC3SteeringCommittee@linncounty.org](mailto:LC3SteeringCommittee@linncounty.org).

Find more information at [www.linncounty.org/LC3](http://www.linncounty.org/LC3).