

guiding principles



Right Service, Right Place

Effective triage is fundamental to serving customers as quickly as possible.



Champion "The Easy Way"

Customers should be rewarded for being proactive, coming prepared, and using preferred channels.



Prevention > Correction

Breaking the cycle of churn requires greater efforts up front to avoid unnecessary closures.



Clear Message, Warm Voice

In every communication or interaction, customers should feel welcome, respected, and understood.



Keep Customers in the Loop

Make extraordinary efforts to let customers know the status of their case at any given time.



Inspire Confidence

Highlight when things go *well* in order to rebuild trust with employees and customers and build a culture of excellence.



Decide with Data

Use data to inform decisions and track progress toward department, program and service level goals.



Commitment to Diversity, Equity & Inclusion Excellence

Acknowledge that systemic barriers exist and work together to eliminate them, promote change, show accountability and embrace differences.



Support the Whole Family

Use a holistic, coordinated approach to ensure families have opportunities to achieve their goals and thrive.

