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.