
A BILL FOR AN ACT

RELATING TO CUSTOMER SERVICE.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. (a) Notwithstanding any law to the contrary,
2 the ombudsman shall develop and implement a pilot program using
3 informed customers to investigate customer service at state
4 agencies. The information gathered by the informed customers
5 shall be used to improve the delivery of services by state
6 agencies. For purposes of this section:

7 "Agency" shall have the same meaning as defined in section
8 96-1, Hawaii Revised Statutes; provided that county agencies
9 shall not be included.

10 "Informed customer" means an individual who has knowledge
11 of what a typical customer should expect relating to the receipt
12 of state services and the experience to evaluate how state
13 services are provided.

14 (b) The program shall:

15 (1) Use informed customers to anonymously observe and
16 experience agency operations in relation to customer
17 service at the initial point of contact, including
18 whether the initial agency contact is:



- 1 (A) Timely;
- 2 (B) Helpful;
- 3 (C) Pleasant;
- 4 (D) Knowledgeable;
- 5 (E) Resourceful; and
- 6 (F) Able to adequately address potential or perceived
- 7 barriers to access for services;
- 8 (2) Include evaluation criteria and appropriate tools for
- 9 gathering information;
- 10 (3) Include multiple visits by informed customers to state
- 11 agencies. Visits may include physical visits,
- 12 telephone calls, or website visits;
- 13 (4) Ensure that the informed customers are representative
- 14 of the diverse customer population of state agency
- 15 services, including youth, seniors, individuals with
- 16 disabilities, and individuals with language barriers;
- 17 (5) Include an analysis of the information gathered; and
- 18 (6) Include feedback and recommendations to the agencies
- 19 to help the agencies improve their delivery of
- 20 services.



1 (c) The ombudsman shall submit a report to the legislature
2 on the pilot program no later than twenty days prior to the
3 convening of the 2014 regular session.

4 SECTION 2. This Act shall take effect on July 1, 2011.

5

INTRODUCED BY: Karl Rhoad

JAN 21 2011



Report Title:

Ombudsman; Customer Service

Description:

Directs the ombudsman to develop and implement a pilot program using informed customers to investigate customer service at state agencies.

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