

## **Game Show Exercise Improves Customer Service**

Every employee of the city of **Orlando, Florida** (187,000), parking division is encouraged to participate in regularly scheduled training programs to enhance their customer service skills. To reinforce the messages of the training sessions, employees participate in a *Jeopardy*-style game, with prizes for the winners.

### **Leadership/staffing**

The training sessions are led by members of the marketing–customer services staff.

### **Timeline**

The program began in the summer of 2004. The division tries to offer the sessions once every quarter.

### **Budget/funding**

The main cost of the program is the time it takes to prepare for each class. Staff spend up to 30 hours for each class, creating PowerPoint® presentations and *Jeopardy* game show questions as well as arranging for the room and sending out notices about the training.

### **Program description**

All 80–90 employees of the division are encouraged to participate in every session because the department believes that their customer service skills can always be enhanced. Participants include brand-new employees and those with more than 20 years of experience. Each session brings together 20–30 employees from across the division, including those who work in the office and those who spend most of their time in the field. Notices promoting each session are sent to supervisors, who encourage but do not require staff to attend.

The content of each session varies but typically includes a PowerPoint presentation addressing how to handle different types of situations with customers. A *Jeopardy*-style game follows to reinforce the lessons learned. Employees compete as individual contestants, but they may call on their colleagues when

needed. Prizes include T-shirts and other giveaways. Sessions also include such features as descriptions of the accomplishments of certain employees and role-playing to demonstrate how to handle different situations.

### **Results**

The program has earned rave reviews from employees, and a recent customer survey found that more than 90 percent rated the division staff's friendliness and service highly. The division has noticed that employee attitudes and teamwork have improved.

### **Contact**

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