The Customer Experience Award recognizes and rewards County programs that demonstrate innovation and/or resourcefulness in providing outstanding customer service over a period of time (at least one year). Selected programs receive a cash award and Countywide recognition.

# All programs meeting the first two (2) elements will be evaluated for the following three (3) areas by a panel of senior managers.

# Qualifying Criteria

**Program -** The submission meets the following program definition: An established and ongoing set of related measures and activities aimed at accomplishing a clear business objective, with dedicated staff, metrics/an evaluative process, and strategic oversight.

**Time Requirement -** The program had been established for a minimum of one year and has served customers in FY2022-2023.

# Rating Criteria

**Customer Satisfaction & Innovation –** The program addresses a customer service delivery challenge in an innovative and data driven manner.

**Impact & Outcomes –** The program aligns with the County’s Shared Vision 2025 and positively impacts program, department, and/or County level outcomes.

**Continuous Improvement& Learning –** There are plans in place to sustain exceptional customer service.

**The deadline for submission is Friday, October 27, 2023.   
Email your entry to** [**stars@smcgov.org**](mailto:stars@smcgov.org)**.**

**Please enter all information in this form and do not include extra attachments.** Selected programs will be notified. STARS recipients will be expected to present in person before the Board of Directors in January 2024, and Board of Supervisors in February 2024.

**Good luck and thank you for your participation!**

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| --- | --- | --- | --- | --- | --- |
| **Department:** | |  | | | |
| **Program / Project being nominated:** | | | |  | |
| **Contact person:** | | |  | | |
| **Phone:** |  | | | **Email Address:** |  |

Describe the program in 250 words or less. Include the program services, goals, and objectives.

Customer Satisfaction: Describe a particular challenge associated with this program’s customer service delivery. How was this challenge addressed? Include what methods are used to measure and monitor customer satisfaction.

Impact & Outcomes: What is the impact of customer service improvements on program outcomes? Include how the program aligns with the County’s Vision 2025.

Continuous Improvement & Learning: What is the program’s plan for sustaining high performance? How might other departments learn from or apply the success your program has achieved?

Please list names, PONY, and departments/divisions of program staff.