Service Delivery Transformation Roadmap Initiatives 2012-2015

ACCESS	**Consolidated Marketing**	Consolidate marketing services to provide a seamless presence for CalPERS products and services to employers.
	Employer Access Improvements	Provide faster resolution of employer issues through targeted access enhancements.
	Web Event and Computer-Based Training Expansion	Increase webinar and computer-based training offerings for our customers to reach a wider audience and provide our customers with anytime access to education.
	Access Channels	Evaluate access channels and ensure customers can easily and effectively access services through varied methods.
	IVR Self-Service Expansion	Explore the expansion of self-services available through the Interactive Voice Response system to provide additional access.
QUALITY	**Core Competency Training**	Develop and implement a training plan to ensure branch staff possess necessary core skills to improve the quality, consistency, and accuracy of services.
	mylCalPERS Efficiencies	Streamline core business processes to align them more effectively with technology and improve service delivery.
	Full Voice of the Customer Satisfaction Picture	Utilize existing and new survey methods to gain a more comprehensive picture of customer satisfaction and provide insight into improvements for an enhanced experience.
	Website Usability Improvements	Implement website improvements to increase customer usability by providing easy and intuitive customer access to essential information.

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EFFECTIVENESS	**Operational Efficiency Project**	Streamline operations to achieve efficient and effective customer service.
	Business Intelligence Analytics	Implement business intelligence analytics to improve service delivery through enabling technology.
	Contact Center Technology Upgrade	Upgrade platform and implement new technologies to improve contact center management and operational capabilities.
	mylCalPERS Member Self-Service & Enhancements	Implement member self-service functionality and system enhancements to stabilize and improve the effectiveness of the mylCalPERS system.
	mylCalPERS Optimization	Implement functional and technical system enhancements to optimize service delivery efficiency.
	Backlog Reduction	Implement strategies to eliminate or significantly reduce large volumes to increase customer satisfaction and service.
	Social Media Customer Relationship Management	Develop procedures for responding to customer inquiries and issues raised through social media channels to timely and effectively address customer needs.
	mylCalPERS Self-Service Marketing	Promote the use of mylCalPERS self-service functions to increase utilization and empower customers.
SERVICES	**Complex Case Management**	Implement protocol to resolve complex customer issues in a more timely and efficient manner.
	eSubscription Enhancements	Enhance and coordinate the delivery of various electronic eSubscription services to improve consistency and quality.
	Event-Triggered Outreach	Perform proactive outreach when specific events occur to inform customers of related considerations to provide end-to-end customer care.
	Life Cycle Education	Expand educational programs to provide information targeted to customers at key points in their life or career.