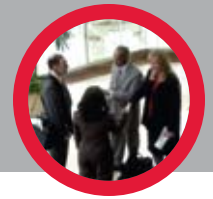


Goal 5: Focus on our Customers

Operate government at the speed of business.



The nuts and bolts of governing and managing lies in the way our Department executes our mission and delivers on our promise. It lies in the way we identify and treat our customers, and how we invest in our own culture and operations. If Ohio is to effectively compete for new business investment in today's highly competitive economic development market, our Department's ability to rapidly respond to the needs of our customers is paramount. Speed, agility, transparency, collaboration, and accountability must be ingrained in our Department's culture and operations.

Key Customer Service Strategies and Major Initiatives:

Create a More Customer-focused Organization. Improve the customer experience by making our Department a more customer-responsive organization that operates at the speed of business.

- We will launch a **Customer Experience Initiative** to identify opportunities for improving the experience of our customers. An annual survey will be developed and used to determine how close the realized customer experience is to the desired customer experience, and to document what aspects of the experience are most important.
- We will invite current and retired senior level executives and entrepreneurs to participate in our **Executive-in-Residence** and **Entrepreneur-in-Residence** programs and work side-by-side with the Lt. Governor and his leadership team to observe, evaluate, and advise on improving key areas of our Department.
- We will create **ODOD University**, a virtual learning organization in our Department, that emphasizes individualized and team training programs encompassing both leadership and professional development.
- Working with other state agencies, we will lead the creation of a **Customer Response Line** for businesses seeking information or assistance, with a goal of providing a response within one business day.
- We remain committed to executing Governor Strickland's **Common Sense Business Regulation** Executive Order to ease regulatory burdens faced by our customers and improve our internal processes to provide fast, consistent services to businesses.

Strengthen Collaboration with our Partners. Increased collaboration among our partners and other state agencies and departments will help us achieve the goals and strategies set forth in our plan. Working collaboratively will inform and support decision-making, improve our efficiencies, decrease redundancies or impediments, and increase accountability at all levels of state government and with our local partners.

- The **Ohio Economic Growth Cabinet** will serve as a sounding board to define and frame challenges, establish strategies, and implement solutions and ensure that all state government partners work together to advance and promote Ohio's economic growth.

Members of the Ohio Economic Growth Cabinet:

- Administrative Services
- Agriculture
- Air Quality Development Authority
- Commerce
- Development
- Education
- Environmental Protection
- Governor's Office
- Health
- Insurance
- Job & Family Services
- Natural Resources
- Public Utilities Commission of Ohio
- Public Works Commission
- Taxation
- Transportation
- University System of Ohio
- Water Development Authority
- Workers' Compensation

– Chaired by Lt. Governor Lee Fisher

- **Interagency Work Teams** were created at the start of our administration to solve time-sensitive problems and will remain a key tactic for addressing the needs of our customers.

Improve the Transparency and Accountability of Economic Development Investments. Lay the groundwork for a Unified Economic Development Budget to provide a comprehensive picture of where, how, and with what level of success Ohio is making economic development investments.

- We have developed an **Ohio Economic Growth Scorecard** with measures and performance targets to assess our ongoing progress against our strategic goals. We will continue to measure our progress and work to meet our targets.
- A **Unified Economic Development Budget** will be created to improve the transparency of state investments across state agencies and departments, starting first with the Ohio Department of Development.
- We will invest in rebuilding our Department's information technology system through our **BUILD-IT** initiative. Rebuilding our information system is critical to our ability to effectively manage our data, measure our progress, and improve our speed, agility, transparency, and accountability.