



No Wrong Door to Services with NEI3A

Background:

- Agency who Sponsored Event.
 - Northeast Iowa Area Agency on Aging
- Why was the event held?
 - Customers were being transferred between multiple staff at NEI3A prior to receiving a service. This transferring was creating delays in receiving services along with reduced satisfaction with Customers both internally and externally.
- What was the event?
 - This LEAN Kaizen Event will begin from the time a consumer contacts NEI3A to the point the consumer's needs are met or the consumer is referred to other NEI3A staff for service(s).
 - This event focused on the initial point of contact and reducing the delays, confusion, and loops backs for both the internal and external customers to best provide to customer with a precise, quick, and accurate response.

Highlights

- Streamlined phone system, routing customers to the proper staff for the 3 main types of calls, transit, meals, and Information and Assistance based on a simple customer selection. Will be implemented upon phone system recordings and routing completion confirmed with current tech.
- Reduction in questions asked at initial contact. Streamlined screening to transfer to program specialist sooner for service provision.
- Skills and time assessment to add additional overflow staff to current phone queues for high volume days. In progress.
- Visualized how NEI3A implemented an external customer no wrong door system, but lost sight of internal customers satisfaction. Including the internal focus has increased positive atmosphere while increasing amount of calls able to be handled. This is also breaking down silos between services/ Departments on who is to handle request from both internal and external customers.

Key Results

- Customers will choose which specialist topic they are routed to upon initial contact to reduce delays and being transferred. Topics were chosen based on current data of most requested staff.



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- Rerouting the calls to NEI3A internally has allowed for performance and customer satisfaction measures to be measured. Example how many calls go to voice mail a day; how many calls are answered within 6 rings to determine better staffing patterns for call answering.
- Advertising 1 number externally and 1 internal transfer number. Will allow all calls to be routed through proper workgroups for tracking of volume, response time, how many calls go to voicemail, and staffing needs.
- Ultimately will decrease delay from initial contact to service delivery.

Next Steps

- The marketing of one number will begin with each reprint of brochures. This will take time to re-familiarize the community with one number to call.
- For direct calls to current specialist/ program staff, business cards are being printed with extension and magnet holders for posting on external customer fridge. This will take time to retrain how to call in causing a slow decline in direct transfers from the Information and Assistance workgroup to occur.
- This transition will be a slow progress based on training and marketing of numbers and extensions, regular communication will need to occur to remind staff of the progress and to keep educating the customers both internal and external to utilize the simple menu.
- This Kaizen event has led to mapping of the transit and meal calls for intakes to better streamline these programs beyond this initial point of entry.

Team Members

- All team members were from various programs within NEI3A as internal customers. External and Internal customers were informally surveyed for customer wants prior to LEAN event.
- Members
 - Kristie Wiltgen – Team Lead
 - Lana Oltrogge
 - Lou Stockdale
 - Bob Schaffer
 - Vicki Hyke
 - Hannah Thomas
 - Kindra Fritz



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- Lyle Potter

For more information, contact Kristi Shannon at 319-874-6858 or kshannon@nei3a.org

