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Minnesota Board of Cosmetologist Examiners
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January 14, 2013

Senator Pappas, Chairwoman and President of the Senate
State and Local Government Committee
75 Rev. Dr. Martin Luther King Jr. Blvd, Room 120
St. Paul, MN 55155-1606

Representative Mahoney, Chairman
Jobs and Economic Development Finance and Policy Committee
591 State Office Building
100 Rev. Dr. Martin Luther King Jr. Blvd.
St. Paul, MN 55155

Re: *Required Letter to the Legislature (M.S. 155A.24, Subd., 4.)*

Dear Senator Pappas and Representative Mahoney,

I am pleased to send you this letter to report on the 2012 Minnesota Board of Cosmetologist Examiners customer service training accomplishments and licensee and public complaint resolution activities through the Board's designated feedback email.

This letter is required to be sent pursuant to Minnesota Statute 155A.24, Subd., 4, "The board must report by January 15 each year to the standing committees of the House of Representatives and the Senate having jurisdiction over the board on its customer service training and its complaint resolution activities."

<u>Customer Service Training</u>

Pursuant to Minnesota Statute 155A.24, Subd., 2, the Board has periodic customer service training to improve and maintain customer service skills. In 2012, the Board staff was provided with a training put on by the compliance division staff as part of an all-day staff training. This training covered several topics, such as interacting with the public, licensees, applicants, and Board staff by in-person communication, email, and telephone. Further, we did several role playing exercises that provided great examples of how to handle difficult customer service situations and how to handle those situations properly.

Additionally, each month an employee of the Board is responsible to send a customer service tips email to all staff. This has been a great reminder to staff and also gives the staff new ideas on how to work with our licensees and the public at large.

The staff have found the training and monthly emails to be a good team-building exercise. It also works as a reminder that we are here to serve and service with a positive attitude will be well received by licensees and public.

Feedback Email

Pursuant to Minnesota Statute 155A.24, Subd., 3, the Board maintains an email account specifically designed for licensees and the public to submit positive or negative comments about services they have received from the Board. This email address can readily be found under the "Contact Us" link on the Board website (www.bceboard.state.mn.us). Our licensees know this is a place where they can submit their questions or get a timely response, generally within a few hours.

The Board is constantly striving to provide optimal customer service to all individuals interacting with the Board. I find that the amount of positive emails significantly outweighs the negative emails and thus we have made great strides this past year in improving our level of service to the 45,000 plus licensees the Board oversees. The emails have been a great way to let staff know how they are doing and the staff enjoys receiving compliments for the hard work and great service they are providing. The most rewarding part was seeing the high number of individuals who actually took the time to give the staff positive feedback about the great customer service that they received.

If you have any questions or concerns regarding this letter or any other matter involving the Board of Cosmetologist Examiners, please do not hesitate to contact me at 651-201-2744 or gina.stauss@state.mn.us.

Regards,

Gina Stauss Fast
Executive Director
Minnesota Board of Cosmetologist Examiners

CC: Minnesota Legislative Reference Library