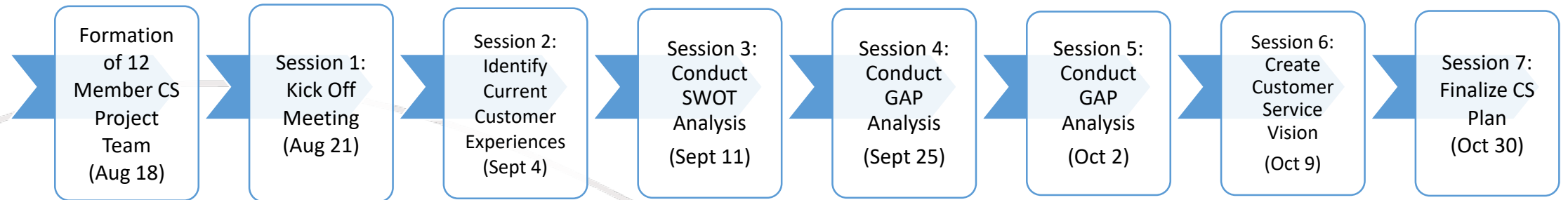




2021 Customer Service Strategy Plan

SR 125 Presentation
November 19, 2020

PROCESS (August – October 2020)



Process Identified Six* CS Initiatives for 2021

1. Develop a new **TRAINING PROGRAM**
2. Develop a **CX OMBUDSMAN ROLE**
3. Invest in customer-focused **TECHNOLOGY**
4. Hold regular **INTERNAL AND EXTERNAL LISTENING SESSIONS**
5. Expand **CUSTOMER COMMUNICATIONS**
6. Designate **CX MANAGEMENT COMMITTEE**

*Not listed in any particular order

Our Customer Vision Statement

Connecting Hawaii with Efficiency and Aloha



2021 CS Initiative: Invest in Customer-Focused Technology

WHO will own this initiative?

HOW will we achieve in 2021?

WHEN do we meet the "HOW's"?

WHAT will success look like?

NEXT STEP

2021 Proposed Tasks Timeline (August – October 2020)

Hold Regular Internal and External Listening Sessions

2020	2021		
Quarter 4	Quarter 1	Quarter 2	Quarter 3
Internal Communications	Internal Communications	Internal Communications	Internal Communications
Research the formation of an internal communications committee	Establish an internal communications committee comprised of employees from all departments	Implementation of updated and/or new processes for internal communications	
Draft and finalize a team charter with the purpose, standards, expectations, and deliverables to address gaps and improve overall internal communications	Committee to review the current internal communications process and identify opportunities for improvement		
	Develop changes to and address gaps in the existing process, and make recommendations to YB's executive management team for final approval		
	Committee to determine project scope, timeline of deployment, and resources needed to execute updated or new processes		
External Communications	External Communications	External Communications	External Communications
Develop a timeline for hosting public events such as round tables with various stakeholders, talk story sessions with customers, and community days to encourage public education of Young Brothers	Hold public outreach events and report relevant feedback to Young Brothers' Customer Service Experience Management Committee for follow up if necessary	Hold public outreach events and report relevant feedback to Young Brothers' Customer Service Experience Management Committee for follow up if necessary	Hold public outreach events and report relevant feedback to Young Brothers' Customer Service Experience Management Committee for follow up if necessary

Invest in Customer-Focused Technology

2020	2021		
Quarter 4	Quarter 1	Quarter 2	Quarter 3
Enhancements to the Freight And Container Equipment System including bookings for less than containerload cargo	Map business gaps and requirements		Project implementation
Establish a working group with the ILWU	Identify potential technology partners and key stakeholders		
	Request for proposal and select vendor and best path forward		

Form a Customer Experience Management Committee

2020	2021		
Quarter 4	Quarter 1	Quarter 2	Quarter 3
Gather additional internal feedback from employees and external feedback of stakeholders of the proposed customer service strategy initiatives and present to project team to add and/or adjust current proposed initiatives,	Review final initiatives and determine short-term, mid-term, and long-term goals of each initiative.	Follow up on quarterly goals and provide updates to PUC and CA.	Follow up on quarterly goals and provide updates to PUC and CA.
	Identify any barriers and challenges to reaching each initiative		

Wrap up

1. Note that CS Plan is a “living document” subject to modifications
2. Collect feedback and support from key stakeholders
3. Determine feasibility of action plans and modify
4. Submit quarterly progress reports to PUC

Mahalo

Questions and
Comments?