2021
Customer Service
Strategy Plan

SR 125 Presentation
November 19, 2020
PROCESS (August – October 2020)

Formation of 12 Member CS Project Team (Aug 18)

Session 1: Kick Off Meeting (Aug 21)

Session 2: Identify Current Customer Experiences (Sept 4)

Session 3: Conduct SWOT Analysis (Sept 11)

Session 4: Conduct GAP Analysis (Sept 25)

Session 5: Conduct GAP Analysis (Oct 2)

Session 6: Create Customer Service Vision (Oct 9)

Session 7: Finalize CS Plan (Oct 30)
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

WHAT will success look like?

WHEN do we meet the "HOW's"?

HOW will we achieve in 2021?

WHO will own this initiative?

NEXT STEP
## 2021 Proposed Tasks Timeline (August – October 2020)

**Hold Regular Internal and External Listening Sessions**

<table>
<thead>
<tr>
<th>2020</th>
<th>Quarter 4</th>
<th>2021</th>
<th>Quarter 1</th>
<th>2021</th>
<th>Quarter 2</th>
<th>2021</th>
<th>Quarter 3</th>
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<tbody>
<tr>
<td><strong>Internal Communications</strong></td>
<td>Research the formation of an internal communications committee</td>
<td>Establish an internal communications committee comprised of employees from all departments</td>
<td>Implement new processes for internal communications</td>
<td><strong>Invest in Customer-Focused Technology</strong></td>
<td>Enhancements to the Freight and Container Equipment System including bookings for less than containerload cargo</td>
<td>Map business gaps and requirements</td>
<td>Identify potential technology partners and key stakeholders</td>
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<tr>
<td><strong>Draft and finalize a team charter with the purpose, standards, expectations, and deliverables to address gaps and improve overall internal communications</strong></td>
<td>Committee to review the current internal communications process and identify opportunities for improvement</td>
<td>Develop changes to and address gaps in the existing process, and make recommendations to YB’s executive management team for final approval</td>
<td>Request for proposal and select vendor and best path forward</td>
<td><strong>Form a Customer Experience Management Committee</strong></td>
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<td><strong>External Communications</strong></td>
<td>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.</td>
<td>Hold public outreach events and report relevant feedback to Young Brothers’ Customer Service Experience Management Committee for follow up if necessary</td>
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<td><strong>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.</strong></td>
<td>Review final initiatives and determine short-term, mid-term, and long-term goals of each initiative.</td>
<td>Identify any barriers and challenges to reaching each initiative</td>
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<td><strong>Draft and finalize a team charter with the purpose, standards, expectations, and deliverables to address gaps and improve overall internal communications</strong></td>
<td>Establish a working group with the ILWU</td>
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**Young Brothers**

Your Neighbor Island Partner
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?