



Governor's Office of Small, Minority & Women Business Affairs **Customer Service Overview**

As a coordinating office for Governor Larry Hogan, the Governor's Office of Small, Minority & Women's Business Affairs mission is to connect the small business community, including those firms owned by minorities and women, with greater economic opportunities, while implementing and monitoring small, minority, and women-owned business inclusion programs across 70 state agencies. This mission statement is the department's guiding light to the public and state agencies we serve every day.

Small businesses are a critical component of our state economy. Maryland is home to nearly 580,000 small businesses; 60 percent of which are owned by women and minorities. Due to this unique demographic, what's good for small business is inherently good for minority- and women-owned businesses as well. As such, the entire small business community forms the customer base of the Governor's Office of Small, Minority & Women Business Affairs.

The Governor's Office of Small, Minority & Women Business Affairs Customer Service Promise describes our approach. Customer service activities include:

1. Improve the tracking, responsiveness, and time-to-resolution of all electronic, telephone, written, and in-person correspondence. For example, we will acknowledge all email inquiries within 24 hours of receipt.
2. Ensure state employees and managers continue to improve customer service skills through formal training classes and informal coaching on best practices in customer service.
3. Increase the number of services the state provides online so that citizens and businesses can utilize self-service, as appropriate. For example, we are working to make all of our small business and agency training courses available online.

CUSTOMER SERVICE PROMISE
Larry Hogan, Governor • Boyd Rutherford, Lt. Governor

The State of Maryland pledges to provide constituents, businesses, customers, and stakeholders with services in the following manner:

- **Friendly and Courteous:** We will be helpful and supportive and have a positive attitude and passion for what we do.
- **Timely and Responsive:** We will be proactive, take initiative, and anticipate your needs.
- **Accurate and Consistent:** We will always aim for 100% accuracy, and be consistent in how we interpret and implement state policies and procedures.
- **Accessible and Convenient:** We will continue to simplify and improve access to information and resources.
- **Truthful and Transparent:** We will advance a culture of honesty, clarity and trust.

4. Update online resources, publications, forms, FAQs, and pertinent information on our website so that citizens and businesses can find relevant information quickly and accurately. For example, we are continually updating our procurement pipeline so businesses can access opportunities. We are also working with the Governor's Office of Performance Improvement to make available through Maryland's Open Data Portal more information concerning state agency procurement forecasts as well as performance of the Small Business Reserve (SBR) and Minority Business Enterprise (MBE) programs performance.
5. Use social media to help get the word out about services, events, and news to provide citizens and businesses with information important to them. For example, small businesses can receive, via social media, updates concerning events and training classes that are helpful in connecting to state buyers and navigating the state procurement process.
6. A three question Customer Experience Survey is available on our website for citizens and businesses to provide feedback. Results are used to make improvements to services.

In addition to these core customer service-related activities, we will also analyze our business hours in order to better align them to customer needs, ensure literature is up-to-date, and conduct staff meetings to discuss progress on achieving customer service goals. We will also continue to recognize top performers in our agency for professionalism and courtesy, responsiveness in resolving a customer's needs, and for innovations that improve customer service.

We will monitor the execution of the aforementioned activities, measure performance, and analyze the results in order to continuously improve customer service.

We are committed to providing Maryland citizens, businesses, stakeholders, and other customers with the best customer service. For more information about our commitment to the Customer Service Promise, visit the About Us page of our website at www.goMDsmallbiz.maryland.gov.

[Click here](#) for our three question customer experience survey.