

Customer Service Plan



West Virginia
STARS

West Virginia State Training & Registry System

Est 2001

Overseen by WVECTCR, a program of River Valley Child Development Services

West Virginia State Training and Registry System
611 7th Ave, Suite 322 Huntington, WV 25701 Phone: (304) 522-7827 or (855) 822-STAR
www.wvstars.org Email: wvstars@rvcds.org



Key Components & Services

- Core Knowledge & Core Competencies
- Career Pathway
- Registry & Credentialing System
- Professional Development
- Provider Approval & Training Registration System
- Coordinated Training System
- Training Calendar
- Pathway Advancement Scholarship
- Pathway to Earnings

The WV STARS Customer Service Plan is centered on [openness](#), [accessibility](#), [accountability](#) and [continuous improvement](#). We aim to be a customer focused program who will work to understand our customers and put them in the heart of what we do, and we'll support our customers to do more for themselves.

We want our staff to understand how to deliver great customer care by treating our customers fairly, respect privacy and give support to all our customers no matter what the issue may be. Everyday we deal with a wide range of enquiries and provide help and support to the early childhood professionals across the state of West Virginia through email, phone calls and occasional face to face interactions.

[Openness](#)

- Accurate, up-to-date and reliable program information is available on our website and publications.
- When you visit our office, the staff you see will identify themselves by name.
- When you telephone us, we will identify ourselves by name.
- Our emails and letters will be easy to understand.

[Accessibility](#)

- When you telephone us, you will reach us on the first try.
- We want you to be able to obtain the kind of information you need.
- We return all our voicemail and email messages.

[Accountability](#)

- Ensure that everyone on the WV STARS team understands the need for exemplary customer service, is capable and possesses the ability to interact with customers in a friendly, helpful and professional manner and knows and accepts their role in the process.
- Respond to our customers by making pro-active, timely appropriate changes to our services and processes as may be required for improvement.
- Customer Feedback Forms are available on our website for our customers to tell us how we did and how we can improve our service.

[Continuous Improvement](#)

- Perform periodic review and assessment of our Plan and provide employee training opportunities to employees who directly serve customers.
- Survey our employees on barriers to and ideas for, improving service to our customers.
- Recognize employees for meeting or exceeding, customer service standards.

WV STARS Mission Statement

To impact care and education by promoting quality professional development opportunities for those who care for, educate and support West Virginia's children and families.

Our Goals

- Adopt a core body of knowledge needed by all practitioners to ensure a consistent base of training.
- Make sure all practitioners have access to training or coursework based on the core body of knowledge available to them.
- Implement a career pathway promoting continuation of education and experience and encouraging increased compensation for advancement.
- Strengthen connections among local, regional, and state partners to benefit children and families.



Our Customer Service Values

Customers Know What They Want—we will continue to listen to what our customers want through surveys and conversations about the services that WV STARS offers. This will in turn help to shape the ways in which we strive to ensure that we are meeting the needs of our customers.

Customer Needs are Paramount—we will ask for feedback from customers about their experiences of dealing with us; we will learn from this and use it to the improve. We will continue to develop online services that are easy to access using any device, quick to use and available whenever they are needed. And promote self-reliance, while continuing to support those who need our help.

Communications is Key to Our Success—developing effective tools to open lines of communication with our customers will help us do our jobs better. We will not always be able to satisfy every customer, but will do our absolute best to address our customer needs and concerns.

Who are Our Customers: All early care and education professionals working in a variety of settings in the state of WV (child care centers, private/public preschools, Head Start, Early Head Start, family child care homes/facilities, home visitation programs, early intervention, regulatory agencies and trainers). Program administrators, communities, as well as children and their families receive the benefits of the Professional Development System.



Process Attributes

Consistency in Policies and Procedures

Hold to the same principles or practices across WV STARS.

Frequent Communication, Including Follow-Up

Enhance effectiveness of all forms of communication by taking action following that communication on a regular basis.

Prompt Handling of Complaints

Quickly manage customer dissatisfaction.

Empower Staff

Encourage staff to solve customer concerns and inquires quickly.

Quality Attributes

Accessibility

Ensure customers have the ability and freedom to approach and communicate with us.

Transparency

Provide open dialogue and complete information to customers and be accountable.

Listens Well

Give attention and consideration of what is said by customers and employees.

Reliability and Trustworthiness

Be dependable, truthful and confident in character and abilities.

Timeliness

Information and responses should be provided on time.



Customer Service Standards

Customer service will be emphasized in all facets of our operations and we will continue to monitor satisfaction through surveys and feedback. Our customers deserve our best efforts as well as our respect and courtesy every time they contact us.

If you contact WV STARS with an inquiry about one of our key components or services:

- We will answer your written inquiry within 5 business days.
- We will answer your email within 2 business days.
- If you phone us, you will speak with a knowledgeable person who will answer your question or transfer you to the staff member that can.
- We will answer phone calls promptly and courteously, within 4 rings and return voice mail messages within 2 business days.

If you contact WV STARS with a suggestion or a complaint:

- We will respond to written complaints within 7 business days.
- If you telephone us with a complaint, we will advise you on the telephone or refer you to the correct staff member.

If our service has not matched our values and standards for customer service, then we want to know so that it can be corrected and we can get it right the next time.

Performance Attributes

The standards described in this Plan help to identify the needs and concerns of our customers and to establish measurable processes to address them.

1. Process Attributes are characteristics represented by internal operations such as procedures, policies and functions.
2. Quality Attributes are characteristics that describe the contact between the customer and our organization.

Customer Service in Action

The customer service standards we have set for ourselves are goals to be met and do not necessarily represent current levels of performance. To improve customer service, we will concentrate on working to meet the standards we have set and to improve our service effectiveness. On some of the standards, our performance can be measured internally, in others it will be completed through customer surveys. The standards described in this Plan will help WV STARS to identify the needs and concerns of our customers and to establish measurable processes to address these needs and concerns.



WV STARS Statewide Project Manager

WV STARS Statewide Assistant Project Manager of Professional Development & Distance Learning

EmmaLee Griffith 304.529.7827 Ext 3456 egriffith@rvcds.org

WV STARS Distance Learning Specialist

Jesse Riggs 304.529.7827 Ext 3418 jriggs@rvcds.org

WV STARS Training Specialist

Stacy Price 304.522.7827 Ext 3471 sprice@rvcds.org

WV STARS Statewide Assistant Project Manager of Professional Services

Edie Prino 304.522.7827 Ext 3458 eprino@rvcds.org

WV STARS Specialist

Misty Clark 304.522.7827 Ext 3461 mclark@rvcds.org

WV STARS Scholarship & Earnings Specialist

Sarah Bailey 304.522.7827 Ext 3449 sbailey@rvcds.org

