



Governor's Office of Minority Affairs Customer Service Overview

The Maryland Governor's Office of Minority Affairs' mission is to connect small, minority, and women-owned businesses with resources that empower them to compete with confidence in the public and private sectors, 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.

Maryland's small businesses are a critical and very large component of our state economy. Together, women- and minority-owned businesses comprise the super-majority of the state's small business sector. Maryland is home to over 525,000 businesses, over 90 percent of which are small businesses with less than 100 employees. More than 78 percent of these small businesses are owned by women, African Americans, Hispanic Americans, Asian Americans, and Native Americans. These small businesses form the customer base of the Governor's Office of Minority Affairs.

The Governor's Office of Minority 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, Minority Affairs is working to make all of our small business and agency training courses available online.



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 publications, forms, FAQs, and pertinent information on our website so that citizens and businesses can find relevant information quickly and accurately. For example, Minority Affairs is redesigning our website to be more small business friendly. 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, Minority Business Enterprise (MBE) Program performance, and Small Business Set-aside Program (SBR) 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 helpful for small business success.
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, click the Customer Service Promise section on the Minority Affairs website, www.goma.maryland.gov.

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