Partners for Customer Satisfaction

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MSQPC—The Quality Center recently installed the Process Activated Training System® (PATS) into the **Memphis Regional Chamber and Southwest Tennessee Community College.**

MSQPC is a partnership between The Regional Chamber and Southwest. Both organizations have very different missions, but they do have one common denominator--*customer satisfaction.* The Chamber was experiencing several customer complaints due to employee turnover at the reception desk. Customers were complaining about issues such as incorrect information and misdirected phone calls in addition to not being satisfied with the timeliness of their requests from some departments within the Chamber.

The College recently experienced a decrease in enrollment during the fall registration due to several issues, but one overriding issue that was identified was lack of shared knowledge among faculty, staff and student workers who were involved with the fall registration process. The college presently known as Southwest Tennessee Community College, resulted as a merger of two former institutions known as State Technical Institute at Memphis and Shelby State Community College. The merging of the two institutions caused much confusion as to "Best Practices" during registration, because several of the old registration practices did not work with the newly merged institution.

Subject Matter Experts (SMEs) **Monya Davis, Jaren Ramer,** and **Suzanne Dangerfield** discuss best customer service practices for the Memphis Regional Chamber.

Both organizations implemented the PATS system to better satisfy their customers. PATS aided both organizations by capturing knowledge from their "Best Practice" employees and transferring their knowledge into training scripts through the PATS software so that all employees were following the same standards. PATS is enabling both the Chamber and the College to serve their customers better, faster and more consistently with a higher degree of customer satisfaction.

Dean **Thomas Walker** and **Barbara Wells** discuss a best student registration practice as it is entered into the PATS software by **Teresa Jones.**