



*State of North Carolina  
Department of Public Safety  
Prisons*

Chapter: N  
Section: .0200  
Title: **NCCE Business Development  
Group Customer Service  
Tasks**

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Supersedes: None – new policy

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**Policy and Procedure**

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**References**

Industries Related ACA Standards: 2<sup>nd</sup> Edition Standards for Correctional Industries

2-CI-6A-11

NC General Statutes: Chapter 66: Article 11 G.S. 66-58

Chapter 148: Article 14 G.S. 148-128 thru G.S 148-134

**.0201 GENERAL**

The North Carolina Correction Enterprises (NCCE) Business Development Group (BDG) is comprised of three functions: Sales, Marketing, and Customer Service. The BDG is responsible and accountable for the legally mandated generation of sustaining revenue for the agency through the retention of existing customers and the acquisition of new customers. The Assistant Director, Business Development Group, is responsible for establishing and maintaining fundamental managerial task policies and procedures for the group.

**.0202 PURPOSE**

The purpose of this Policy and Procedure is to clarify and govern how NCCE BDG Customer Service Staff Tasks should consistently be executed in an excellent and efficient manner to maximize the performance and value of the BDG to benefit the organization as a whole.

**.0203 SCOPE**

This Policy and Procedure applies to NCCE BDG Customer Service Staff Tasks relating to:

- (a) Contacts – Routine
- (b) Response Timeframes
- (c) Hours of Operation and Coverage
- (d) Showroom Management
- (e) Optical Retail Services
- (f) Web page set-up and process for requesting items including on-site

**.0204 DEFINITIONS**

- (a) Contacts - Routine – Any type of interactions with stakeholders that are executed as part of the Customer Service Staff's regular job duties.
- (b) Response Timeframes – The amount of time that Customer Staff response to customer inquiries or other demands should take.
- (c) Hours of Operation and Coverage – The days and hours during which the Customer Service staff should be available to interact with customers either by email, phone, or in-person (retail).
- (d) Showroom Management – Those responsible for overseeing the Yonkers Road Showroom and how staff management of it should be accomplished.
- (e) Optical Retail Services – Services provided by the retail optical customer service representative to North Carolina government employees, retirees, and National Guard members and retirees at the Raleigh Yonkers Rd. and Nash Community College locations.
- (f) Web Page Set-Up and Process for Requesting Items to be Included on Site – The Correction Enterprises website design and functionality as well as the procedures for accepting new products and/or services to be displayed on the website.

**.0205 POLICIES****(a) Contacts - Routine****(1) Staff assignment of customer contacts**

- (A) Customer Service staff members interact with customers based on whether the customer is seeking to purchase or is seeking information about printing services or other manufactured products (including optical).
- (B) All staff members accept and/or initiate customer contacts regarding products.
- (C) One staff position is dedicated to print customer contacts due to the complex nature of printing orders (all are custom) and the unique technical knowledge required.
- (D) One staff position is dedicated to serving Optical Center customers due to the unique healthcare services provided, the custom nature of every order, and the personal contact with every customer.

**(2) By telephone – Customer Service members have a dedicated multi-functional land line desktop phone in their offices. Contact with customers is accomplished through one of three numbers:**

- (A) (800) 241-0124 (Toll-free line simultaneously rings on Customer Service Manager's and all staff lines.)
- (B) (919) 716-3600 (Toll line simultaneously rings on Customer Service Manager's and all staff lines.)
  - (i) Staff (and manager) work as a team to ensure there is fair

- distribution of phone response responsibility.
- (ii) Both lines first prompt caller to press 1 for “customer service” and 2 for “optical”.
- (iii) If 1 for customer service is selected, the system prompts caller to select 1 for print and 2 for product, then call is transferred to the appropriate team member.
- (C) Individual Office Line: Unique toll (919) number is assigned to each staff member. (It only rings when a representative has given the number to a customer to call back regarding an order or issue being handled by a specific agent.)
- (D) Optical Line: Retail appointments are made by calling the Optical customer service agent at (919) 324-1308.
- (E) Outgoing calls are made by agents on their office landline to customers who have been promised information or follow-up on a previous interaction.
- (3) By email – Email customer contacts enter the team through two channels: E-procurement and state employee-assigned email address.
  - (A) E-procurement
    - (i) Customer Service Manager Assignment: All incoming E-procurement emails initially come to the Customer Service Manager or designee for assignment or self-handling.
    - (ii) Based on customer, product, or service type, the Customer Service Manager or designee forwards each email to the appropriate representative for handling.
  - (B) State employee (staff) email address: Based on prior customer relationship or a recent customer contact, customers can directly email an individual staff member for service.
- (4) In-Person (Retail)
  - (A) All staff, including the Customer Service Manager, are assigned retail customer service contacts based on customer traffic flow and whether a unique expertise (i.e., printing, framing and matting) is required.
  - (B) Staff has in-person retail contact either inside the product showroom at 2020 Yonkers Road, Raleigh, or outside the building when delivering an order to a customer making a curb-side pickup, if necessary.
  - (C) All Optical customer service is handled in-person due to the need to assist customers in choosing frames and when the optician fits newly manufactured and delivered glasses for a customer.
- (b) Response Timeframes (To Customers)
  - (1) Providing a price quotation:
    - (A) Website: Many product prices are on the website for instant customer

- access.
- (B) Custom price quotes: Depending on the size of the total order and complexity/number of the product(s) or service(s) being ordered, custom price quote response must occur as quickly as possible but within 48 hours.
- (C) Optical price quotes are provided during a retail customer's visit based on the complexity of prescriptions and additional choices.
- (2) Returning customer phone calls or emails
  - (A) Acknowledgement of receipt: Within four hours.
  - (B) Actual response: Same day call or email is received.
- (3) Waiver/Exemption Inquiries/Requests.
  - (A) Acknowledgement of receipt: Within four hours.
  - (B) Actual response: Depending on type and number of product(s) or service(s) for which an exemption is being requested, response must be provided within 48 hours.
- (c) Hours of Operation and Coverage
  - (1) The Customer Service Department staff will have representation on site while the product showroom is open, from 7:30 am – 4:30 pm, Mon-Fri.
  - (2) The Optical center is open Monday-Thursday from 7:30 am-4 pm at Yonkers Rd.; every Thursday from 9:00 am-4:00 pm at Nash; and on Friday from 7:30 am-1:00 pm at Yonkers Rd.
- (d) Showroom Management
  - (1) The Customer Service Manager position or designee is responsible for managing the product showroom, including but not limited to the following activities:
    - (A) Products displayed
    - (B) Floor layout
    - (C) Staff task distribution/delegation
  - (2) Major changes such as re-designing the showroom or significant changes in layout or products displayed must be approved by the Assistant Director, Business Development.
- (e) Web page set-up and process for requesting items be included on site
  - (1) The NCCE website serves many functions, including the display of products and/or service images and information. This includes the addition or deletion of new or discontinued products and services. The website is designed and set up to help customers find product or service groupings (i.e., janitorial, office chairs, wood furniture, framing and matting, signs.)
    - (A) Adding or deleting/changing products or services

- (i) Requestor completes and submits an online IT Help Desk request along with a website “Add” or “Change” form for providing details to the IT team
- (ii) The IT team reviews request
- (iii) The IT team responds to requestor whether request can or cannot be granted for any reason.
- (iv) If the request can be fulfilled, the IT team inserts it into the workflow for completion within 48 hours.

(f) ***Customer Feedback (2-CI-6A-11)***

Customers will have a variety of ways to provide feedback to Corrections Enterprise.

- (1) A survey link is included on all outgoing email from sales, marketing, and customer service staff.
- (2) A survey link is provided on email promotion campaigns to all customers.
- (3) The Corrections Enterprise web page contains a link to the customer satisfaction survey.



Commissioner of Prisons

July 06, 2021

Date