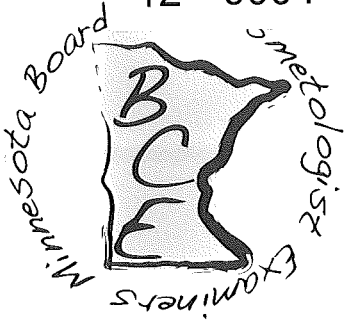


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Minnesota Board of Cosmetologist Examiners  
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December 21, 2011

Senator Geoff Michel, Chairman  
Jobs and Economic Growth Committee  
75 Rev. Dr. Martin Luther King Jr. Blvd, Room 208  
St. Paul, MN 55155-1606

Representative Bob Gunther, Chairman  
Jobs and Economic Development Finance Committee  
591 State Office Building  
100 Rev. Dr. Martin Luther King Jr. Blvd.  
St. Paul, MN 55155

*Re: Required Letter to the Legislature (M.S. 155A.24, Subd., 4.)*

Dear Senator Michel and Representative Gunther,

I am pleased to send you this letter to report on the 2011 Minnesota Board of Cosmetologist Examiners customer service training accomplishments and licensee and public complaint resolution activities through the Board's designated feedback email.

This letter is required to be sent pursuant to Minnesota Statute 155A.24, Subd., 4, "The board must report by January 15 each year to the standing committees of the House of Representatives and the Senate having jurisdiction over the board on its customer service training and its complaint resolution activities."

#### **Customer Service Training**

Pursuant to Minnesota Statute 155A.24, Subd., 2, the Board has periodic customer service training to improve and maintain customer service skills. In 2011, the Board staff had a customer service training class for all employees on November 17, 2011. This class was a series of skits related to customer service as well as an hour discussion regarding the skits and improving customer service.

Additionally, each month an employee of the Board is responsible to send a minimum of 5 customer service tips out to all staff. This has been a great reminder to staff as well to give them new ideas on working with our licensees and the public at large.

The staff has found the training and monthly emails to be a good team-building exercise as well as a way to keep constant pulse and awareness that we are here to serve. They are reminders that serving with a positive attitude will be well received by the licensees and public.

### **Feedback Email**

Pursuant to Minnesota Statute 155A.24, Subd., 3, the Board maintains an email account specifically designed for licensees and the public to submit positive or negative comments about services they have received from the Board. This email address can readily be found under the "Contact Us" link on the Board website ([www.bceboard.state.mn.us](http://www.bceboard.state.mn.us)). Since the creating of the email in 2010, the Board has received the following:

- 33 positive feedback emails.
- 2 negative feedback emails.
- The 2 emails that had negative feedback were due to a misunderstanding of the online application process, not customer service interaction. Once given the information, the licensees were able to process what they needed.

The Board is constantly striving to provide optional efficient, customer service to all individuals interacting with the Board. I find that the amount of positive emails significantly outweighs the negative emails and thus we have made great strides this past year in improving our level of service to the 45,000 plus licensees the Board oversees. This includes having a 94% positive feedback email rate. The emails have been a great way to let staff know how they are doing and the staff enjoys receiving compliments for the hard work and great service they are providing. The most rewarding part was seeing the high number of individuals who actually took the time to give the staff positive feedback.

If you have any questions or concerns regarding this letter or any other matter involving the Board of Cosmetologist Examiners, please do not hesitate to contact me at 651-201-2744 or [gina.stauss@state.mn.us](mailto:gina.stauss@state.mn.us).

Regards,



Gina Stauss Fast  
Executive Director  
Minnesota Board of Cosmetologist Examiners

Cc: Minnesota Legislative Reference Library

Encl: 2011 Newsletter, "The Cut"