



Maryland

DEPARTMENT OF LABOR

CUSTOMER SERVICE

Annual Report FY 2022

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2017-2022 HIGHLIGHTS

The Agency Undergoes a Name Change

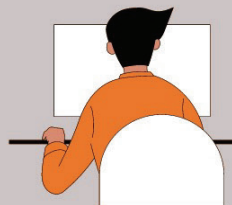
In 2019, the agency changed its name from the Maryland Department of Labor, Licensing and Regulation (DLLR) to the Maryland Department of Labor.



The Agency Gets A New Logo

In 2019, the agency changed the logo and no longer uses the acronym DLLR. The agency is now known as just "Labor."

The Maryland Workforce Exchange (MWE) Successfully Connects Marylanders to Online Job Opportunities



Both jobseekers and employers use the MWE to connect to workforce opportunities.

mwe.jobs.maryland.gov

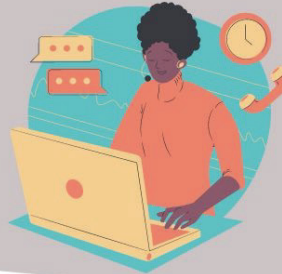
The Department of Labor's Customer Service Training Serves As A Model for Other Agencies

The Department of Labor began hosting customer service training sessions for state employees outside of the agency.



More Staff to Answer Calls

The Department of Labor has added additional staff to respond to the influx of phone calls.

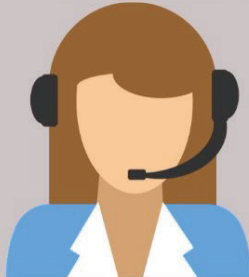


Continued Focus on Customer Service



The agency will continue to focus on improving customer service delivery to Marylanders..

Kiosk Services Will Continue



The kiosk system was introduced in 2021 has been a successful means of safety providing customer service to more Marylanders.

Web Innovation

The Department of Labor will continue to provide self service options through the website to allow Marylanders 24/7 access to solutions, licenses, benefits and more..



RECOGNITION GIVEN TO EMPLOYEES

As a part of the Maryland Department of Labor's Customer Service Recognition Program, there were **three phases** to the initiative created to recognize great employees, motivate all staff and boost morale within the agency.

Phase I focused on individual recognition of exemplary employees with a Secretary's Citation. Secretary's Citations were issued when a staff member was nominated for excellent customer service by a division leader or when they were retiring from the agency.

Phase II focused on creating a special event to recognize all employees. In May of 2016, the Department celebrated the "State Employee Appreciation Day" by hosting a lunchtime celebration to show appreciation for the staff. The event was coordinated by the Office of the Secretary staff. The event was a highlight for employees and was held every year prior to the COVID-19 pandemic. The assistant secretaries, commissioners, and managers volunteered to serve lunch to staff and those small touches gave employees a sense of their value to the organization. Lunch included hamburgers, hot dogs, sodas, chips and a special dessert each year. There were also surprise appearances each year by the Oriole Bird and the Ravens Marching Band to name a few. The staff enjoyed taking pictures and connecting with colleagues from various units. Another aspect of the event included a chance to win prizes. Each Division donated prizes for the event and the name of every employee was placed inside a prize drum and entered into a random drawing. They did not have to be present to win,

The agency will continue with the top down approach to recognition by ensuring that the large-scale agency-wide employee appreciation events will continue to be planned by the staff of the Office of the Secretary. Management reinforces positive individual performance among employees and the plan is to continue to recognize individual employees as well as build on division activities. The weekly electronic newsletter distributed to all staff will continue to highlight work anniversaries and celebrate achievements. The agency will push nominations down from the director level to include nominations from program managers.

Phase III included the creation of the weekly employee electronic newsletter. The newsletter was recognized as a best practice among state agencies in 2017. It highlights employee accomplishments, staff anniversaries, important updates from the Secretary, and new projects. The newsletter was designed to inform employees of updates while also promoting awareness of all of the great work accomplished throughout the agency.



LEADERSHIP ANALYSIS OF FY22 AND SUMMARY OF FY23 APPROACH

The Maryland Department of Labor will always strive to provide excellent customer service, and Governor Hogan's Customer Service Promise is the foundation for the Department's commitment to serving the citizens of Maryland.

Marylanders served by the Department include individuals in need of occupational and professional licenses, job seekers, business owners, employers, Maryland workers, unemployment claimants, financial institutions and others. The Department of Labor continues to change Maryland for the better by providing a predictable and inclusive regulatory environment for licensees through efficient and responsive processes. The agency safeguards Maryland's work environments through outreach and educational programs, by establishing partnerships and encouraging ongoing improvements in workplace safety and health. Labor fosters economic growth through collaborative, comprehensive employment and job training programs that best ensure Maryland workers have the skills that Maryland employers need to succeed and grow into the future.

The emergence of the COVID-19 pandemic ushered in the need for innovative digital responses to address customer service needs. The Maryland Department of Labor staff pivoted to new ways of serving customers as they received customer service requests at record setting levels. The agency moved toward more user friendly digital solutions to provide additional self-service options for constituents via the website, social media and phone applications. In addition, more staff was hired to assist with the influx of customers requiring assistance.

In the year ahead, the lessons learned have allowed the agency to examine if internal systems may need to be upgraded. Customer Service training is offered to staff each year and the information is constantly updated. The customer service surveys are evaluated daily and the website is ever evolving. The Maryland Department of Labor's customer service delivery is constantly upgrading to better service customer needs.



DETAILED FY22 RESULTS AND FY23 PLANS

New Agency Name and New Look

- The agency underwent a name change in spring of 2019. The name changed from the Maryland Department of Labor, Licensing and Regulation (DLLR) to the Maryland Department of Labor. The project involved rebranding to help customers better understand the services provided and a new logo.

Governor's New Customer Service Initiative

- The Maryland Department of Labor became fully engaged in activities related to improving customer service following the launch of **Governor Hogan's Customer Service Promise** in June 2016.

Maryland Department of Labor Prioritizes Customer Service

- The customer service promise is prominently displayed on the website as well as in all of the Maryland Department of Labor's offices and buildings to reinforce the idea that customer service is the agency's highest priority.

Innovative Internal Communication

- The electronic internal staff newsletter was rebranded during the summer of 2019 to coincide with the agency name change. The e-newsletter, "**Labor – We're All In!**" serves as a vehicle to communicate with all employees. It allows the secretary to send updates while highlighting staff achievements and milestones. It also provides consistent messaging to staff to enhance customer service.

Valued Customer Feedback

- The Maryland Department of Labor has consistently received more customer service surveys than any other agency year after year.

Employee Acknowledgement

- The agency continues to acknowledge and celebrate positive individual performance among employees.

Maryland's Growing Youth Apprenticeship Program

- Now includes twenty of the State's Local Public School Systems

American Job Centers (AJCs)

- The state's 32 AJCs successfully served thousands of job seekers and businesses virtually during the COVID-19 pandemic and now in person.

Maryland Workforce Exchange (MWE) Website Successfully Served Marylanders

(MWE Statistics – July 1, 2021 through June 30, 2022)

- Total Web Hits: 3,073,544
- Total number of individuals received services: 177,381
- Total number of employers received services: 153,200

The Department of Labor's Business Solutions Team Making A Difference

- Employers provided job fair/recruitment services = 1,515
- Jobseekers in attendance at these events = 6,563

New Online System Serving More Marylanders

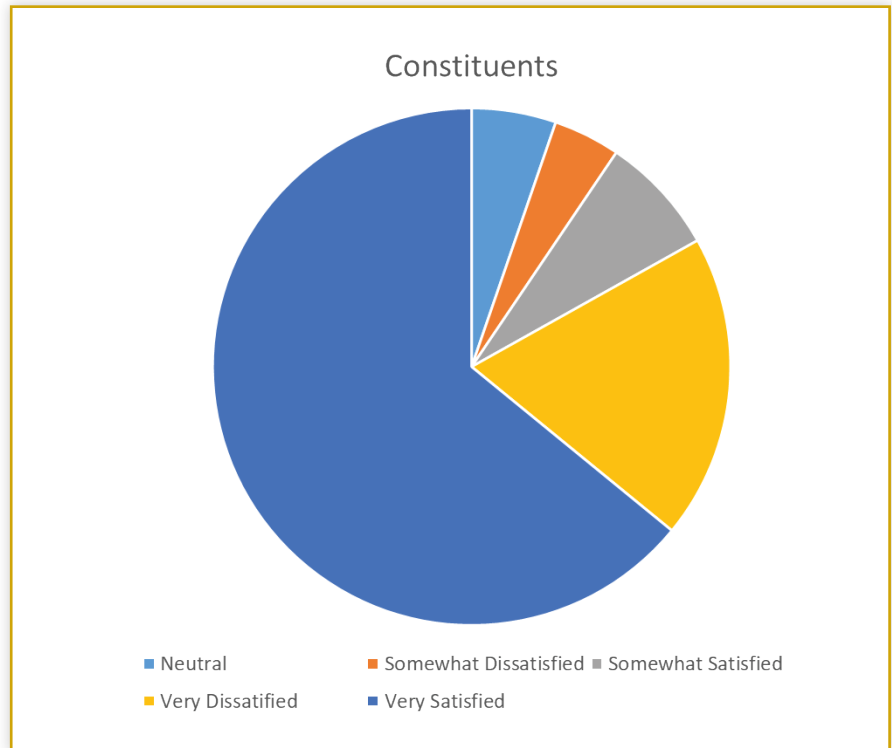
- The Maryland Department of Labor's Division of Unemployment Insurance launched the new online BEACON One-Stop application in April 2020 to offer all Marylanders the opportunity to quickly and easily file all types of unemployment claims and weekly certifications entirely online 24hours a day, seven days a week.

Thriving EARN Maryland Program

- The Department of Labor's Employment Advancement Right Now (EARN) Maryland program received an award of more than \$1.2 million in state funds to grow the state's nationally-recognized workforce solution that helps businesses cultivate the skilled workforce they need to compete while preparing Marylanders for meaningful careers such as cyber, green, and clean jobs training.
- Under the Hogan administration, the Employment Advancement Right Now (EARN) program has greatly increased in both funding and visibility. In addition to receiving more than double the financial support, the program has received recognition for national best practice by the National Skills Coalition, Urban Alliance, and the Deloitte Center for Government Insights.
- Since the creation of the program, more than 7,000 individuals trained through EARN have obtained employment and over 10,000 incumbent workers have participated in in-demand training opportunities. A recent study on the economic impact of EARN found that for every dollar the state invests into the program, an additional \$16.78 in economic activity is created. The national average for programs similar to EARN is estimated to be approximately \$3.41.

Customer Service Survey Results

In FY 2022 the Maryland Department of Labor received a total of 2,731 Customer Service Surveys. Of that number, 144 surveys were ranked as neutral, 114 were somewhat dissatisfied, 203 were somewhat satisfied, 520 were very dissatisfied and 1,750 were very satisfied.



Status of Customer Service Training

The customer service training implemented at the Maryland Department of Labor has served as a model for other Maryland state agencies. All Labor employees are required to receive customer service training. The Office of Administration administers customer service training and will continue to evolve to ensure the design of the course instruction meets the needs of internal and external customers. Employees learn the strategies designed to serve as the next level of professional development to better serve Marylanders. FY21 saw the emergence of more online training.

Customer Inquiry Response Times and Overall Time-to-Resolution

Timeliness of Responding to Customer Inquiries

The staff of the Maryland Department of Labor understands the critical nature of the services provided, and strives to answer phone calls, emails and web inquiries promptly and professionally. The goal is to provide email responses within 48 hours. With the large volume of inquiries, the Department of Labor has implemented additional tools to assist with customer service response times including hiring additional call center staff and the introduction of Dayne, (pronounced Dana) the Maryland Department of Labor's Virtual Assistant found on the Division of Unemployment's portion of the website. The virtual assistant provided solutions to customers in real time.

Best Practices

The agency utilizes the Intranet Quorum (IQ) system to track correspondence and phone calls electronically received from the Governor's Office, website, customer service surveys and other state agencies. The Google Calendar function has been utilized more to establish reasonable response timelines and set reminders. The Department of Labor staff works diligently to provide each constituent with a timely response that clearly details the related policy and how the staff is willing to assist. Timeliness will continue to rank as a high priority for staff service delivery.

Plans for Improvement

Extending the hours of live agents answering customer inquiries in the call centers as well as instituting a new online appointment system and the virtual kiosk system proved to be successful customer service initiatives for the agency. Customers were able to go on the website, schedule an appointment and visit the agency to work through and resolve issues with a staff member at the kiosk located in the lobby of the main building.

Improving the Customer Experience from Multiple Perspectives

The Maryland Department of Labor staff understands the urgency of the majority of service requests received. The Department seeks to constantly improve its customer service delivery and meet the needs of all constituents. The Department of Labor will remain laser focused on providing accurate information while being mindful of the time sensitive nature of requests. In the coming year, the Department will continue to review processes and procedures best practices while striving to provide businesses, the workforce and the consuming public with high quality customer-focused regulatory, employment and training services whether virtually or in person.

Making Agency Services Available Online

The Department's website offers online service 24 hours a day, seven days a week to ensure that customers can access much needed services at their convenience. The website is formatted for easy mobile use and the Maryland Workforce Exchange (MWE), the workforce services website has an app available to download. Social Media Usage to Improve the Customer Experience

Social Media Usage to Improve the Customer Experience

Website: *labor.maryland.gov*



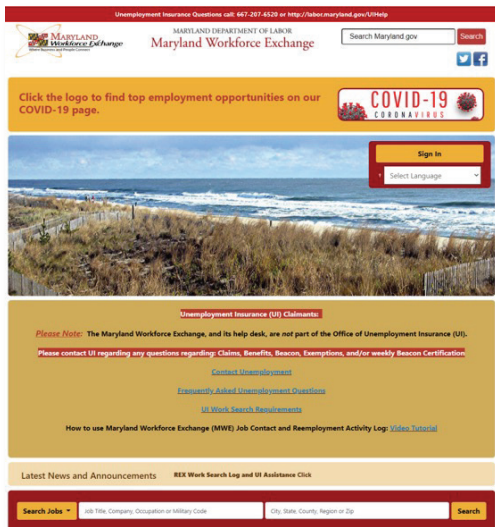
The Maryland Department of Labor’s website (labor.maryland.gov) offers online service 24 hours a day, seven days a week. Online services include:

- Important Information
- Licensing
- Unemployment insurance services.
- Applications and Forms
- Consumer complaint forms
- Frequently asked question
- and much, much more...

Licensing

Licensing and consumer information can be found online for the following boards and commissions:

1. Appraisers, Appraisal Management Companies and Home Inspectors
2. Architects
3. Athlete Agents
4. Athletic Commission
5. Barbers
6. Cemetery Oversight
7. Certified Interior Designers
8. Certified Public Accountants
9. Cosmetologists
10. Electricians
11. Elevator Safety Review Board
12. Examiners of Landscape Architects
13. Foresters
14. Heating, Ventilation, Air Conditioning and Refrigeration (HVACR)
15. Home Improvement
16. Individual Tax Preparers
17. Joint Chairs of Design Boards
18. Land Surveyors
19. Locksmiths
20. Oil and Gas Land Professionals
21. Pilots
22. Plumbing
23. Professional Engineers
24. Real Estate Commission
25. Secondhand Precious Metal Objects Dealers and Pawnbrokers
26. Stationary Engineers



Maryland Workforce Exchange (MWE)

mwejobs.maryland.gov

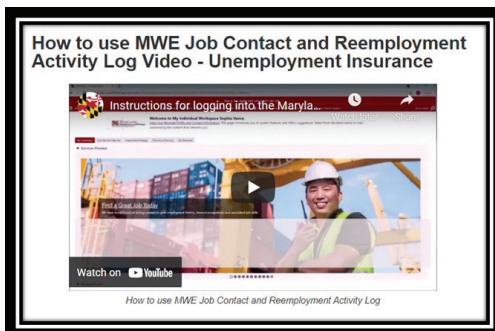
The Maryland Workforce Exchange (MWE) website is a powerful online job seeker/workforce services system. The MWE was designed to provide fast access to employment tools while being user-friendly to accommodate all constituents. It assists job seekers, employers, students, case managers, training providers, workforce professionals, and others.

Some of the features to help job seekers and students within the system include:

- Use a professional format to create and send résumés and cover letters to employers
- Assess your job skills, set goals, and research training providers
- Review available jobs and apply online
- Set up a Virtual Recruiter® search agent to provide notice about jobs that match skills

Some of the features that employers find helpful include:

- Define skills and post job orders to find potential candidates
- Research labor market information on salaries and economic data
- Set up a Virtual Recruiter search agent to automatically find candidates within the system that match the job skills of the job order



YouTube

The Department of Labor uses YouTube to post a variety of informative video tutorials created to assist constituents with learning more information on programs and services. The videos are located on the Maryland Department of Labor's YouTube page and are also located on the agency website.

Social Media

The Department of Labor can be found on Facebook and LinkedIn and also on Twitter using the handle @MD_Labor. The pages are used to communicate to constituents and the agency has become more accessible through its social media channels. The pages are updated frequently with information on the agency's programs, services, and upcoming virtual events. Also, social media is a vehicle to provide important updates that benefit employers, jobseekers, consumers and licensees.

About the Maryland Department of Labor

Mission

The Maryland Department of Labor is committed to safeguarding and protecting Marylanders. We're proud to support the economic stability of the state by providing businesses, the workforce and the consuming public with high quality customer-focused regulatory, employment and training services.

Vision Statement

The Maryland Department of Labor continues to change Maryland for the better by providing a predictable and inclusive regulatory environment through efficient and responsive processes. The Maryland Department of Labor safeguards Maryland's work environments through outreach and educational programs, by establishing partnerships and encouraging ongoing improvements in workplace safety and health. We're fostering economic growth through our collaborative, comprehensive employment and job training programs that best ensure Maryland workers have the skills Maryland employers need to succeed and grow into the future. Our vision for Maryland drives the work of the Department's employees each and every day.



CHANGING
Maryland
FOR THE BETTER



