



General
Administration

Your essential operations partner

Branding trust in state government

October 18, 2004

Branding is NOT...

- An ad campaign
- A tag line
- A new logo
- A management flavor of the month
- A short-term fix

Discovering the brand



GA's Report Card



What are GA's strengths?

Employees

- Employees
- Expertise/knowledge
- Centralization/breadth of services
- Saving taxpayers money
- Communication and Responsiveness
- Good place to work
- Management/director
- Institutional/governmental knowledge

Customers

- Employees
- Purchasing power saves money
- Expertise/knowledge
- Institutional/governmental knowledge
- Timely and efficient
- Customer service
- Diverse range of services
- They listen to your problems and help solve them

“A supportive director. He doesn’t micromanage.” - GA Employee

What are GA's weaknesses?

Employees

- Bureaucracy
- Communication
- Resources
- Lack of awareness from legislature on what GA does or should do
- Promotion practices
- Accounting dept
- Communications dept
- Lack of vision
- Too many layers of management
- Employee stress/morale

Customers

- Responsiveness
- Staffing shortages and turnover
- Communication
- Product selection/inventory
- Employee inconsistency
- Staff morale
- Org structure/complex chain of command
- Resources/funding
- Can't negotiate prices
- Lack of understanding customers' needs
- Monopoly attitude

“Communication. They have their staff spread too thin. Whoever yells the loudest gets the people”. - GA Customer

The wake-up call

Over 56% of telephone-interviewed customers said they would consider switching (vs. 37% not switching) if they found a firm with one or more of the following attributes

- More responsive
- Specialized knowledge
- Competitive prices

GA Promise

- GA is an **essential operations partner** to its customers.
- We successfully **guide them through all operational processes** while **stretching their resources**.
- Being an essential operations partner means that **we come through for our customers**, and **we inform them of our progress**, that **we always get the job done**, in the way **we've promised**.
- **By doing our job well and cost-effectively**, we give customers more time and resources to do theirs.