



# City of Anaheim Develops Customer Service Driven Business Assistance Program

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GO-Biz is recognizing the City of Anaheim as a Streamlining Superstar! Anaheim has developed a model Business Assistance Program that is customer driven. The Business Assistance Program offers personalized assistance for any business submitting plans for tenant improvements, expansion of existing space, or construction of new structures. An assigned Business Solutions Specialist serves as the single point of contact to answer questions, monitor the progress of projects, and link communication between city staff and clients. They work side by side with the client from the time plans are submitted to the final inspection. The single point of contact provides behind-the-scenes coordination amongst the multiple city departments and other government agencies. Through facilitating communication between the customer and internal participants, the business solutions specialists can recognize and resolve potential challenges before they become problems.

Online since March of 2013, the program has assisted 612 development customers. Customer Satisfaction Surveys are sent out to customers to obtain feedback on the service provided. The feedback so far has been fantastic. 100% of customers indicated they were either impressed with the service or that the service exceeded their expectations. An impressive 94% reported effective coordination between City departments during the permit process.

"Starting a new business is naturally stressful and risky, so before investing their time, passion and family nest eggs in pioneering ventures, it is critical for new owners to carefully select the right community for a long term partnership. The City of Anaheim has recognized the importance of these relationships as investments in the future. Their understanding not just of business policy but the needs of business people and time sensitivity is exceptionally impressive and demonstrated with this new Business Assistance Program." *Shaheen Sadeghi, CEO and founder, LAB Holding, LLC.*

This program was a result of the Mayor's Regulatory Relief Task Force. The Task Force consisted of local business leaders, regional regulatory agencies, and City staff, and was called to identify ways the City could reduce compliance time and costs, and increase certainty for businesses entering into our development review process.

For more information on the Business Assistance Program, click [here](http://www.anaheim.net/sectionnew.asp?id=349):  
<http://www.anaheim.net/sectionnew.asp?id=349>.



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