



## Maryland Stadium Authority Customer Service Overview

The Maryland Stadium Authority prides itself on the professionalism and the excellent reputation we have earned in our interactions with tenants, state agencies and other stakeholders. Founded in 1986, the mission of the Maryland Stadium Authority is to

- Plan, finance, build and manage sports and entertainment facilities in Maryland;
- Provide enjoyment enrichment, education and business opportunities for citizens;
- Develop partnerships with local government, universities, private enterprise and the community.

In this pursuit, MSA: operates and maintains the Camden Yards Sports Complex real estate assets; oversees studies and construction projects and consult with local municipalities or state agencies; and promotes the use of sports-related facilities throughout Maryland.

The Maryland Stadium Authority interacts with a plethora of customers on a daily basis, always at the highest level of professionalism, to make sure all of our stakeholders are treated fairly and equally. These customers or stakeholders include:

- Tenants at our 85-acre Camden Yards Sports Complex, which includes two professional sports teams and private businesses who occupy the B&O Warehouse
- Organizations that use our facilities for parking and staging events
- Vendors who supply the many goods and services needed to operate the facilities
- Prospective tenants interested in leasing office or retail space on our property
- Local governments, private sector interests and state agencies who seek our advice and/or services in studying, financing, or building public facilities
- Visitors to the Camden Yards Sports Complex
- Neighboring communities



**The State of Maryland pledges to provide constituents, businesses, customers, and stakeholders with services in the following manner:**

- **Friendly and Courteous:** We will be helpful and supportive and have a positive attitude and passion for what we do.
- **Timely and Responsive:** We will be proactive, take initiative, and anticipate your needs.
- **Accurate and Consistent:** We will always aim for 100% accuracy, and be consistent in how we interpret and implement state policies and procedures.
- **Accessible and Convenient:** We will continue to simplify and improve access to information and resources.
- **Truthful and Transparent:** We will advance a culture of honesty, clarity and trust.

In providing these services, the Maryland Stadium Authority has implemented internal protocols and policies that not only improve our efficiency and reduce costs, but also provide performance metrics so we continue to make improvements.

The Maryland Stadium Authority's Customer Service Promise describes our approach. Customer Service activities include:

1. Improve the tracking, responsiveness, and time-to-resolution of all electronic, telephone, written, and in-person correspondence. For example, we will acknowledge all email inquiries within 24 hours of receipt.
2. Ensure state employees and managers continue to improve customer service skills through formal training classes and informal coaching on best practices in customer service.
3. Improve the processing times of agency services to help citizens and businesses accomplish their transactions with the state.
4. Increase the number of services the state provides online so that citizens and businesses can utilize self-service, as appropriate. As part of our own initiative to go paperless and to improve our outreach, the Maryland Stadium Authority developed a comprehensive website to direct prospective and current clients to information online where they may track invoices and business opportunities.
5. Update online publications, forms, FAQs, and pertinent information on our website so that citizens and businesses can find relevant information quickly and accurately.
6. Use social media to help get the word out about services, events, and news to provide citizens and businesses with information important to them. For example, we use our Twitter and LinkedIn accounts to spread the word about job postings and recruitment events. We also communicate via our e-mail data bank when opportunities are available.
7. A three question Customer Experience Survey will be made available on our new website for citizens and businesses to provide feedback. Results are used to make improvements to services.

In addition to these core customer service-related activities, we will also analyze our business hours in order to better align them to customer needs, ensure literature is up-to-date, and conduct staff meetings to discuss progress on achieving customer service goals.

We will also continue to recognize top performers in our agency for professionalism and courtesy, responsiveness in resolving a customer's needs, and for innovations that improve customer service. We will monitor the execution of the aforementioned activities, measure performance, and analyze the results in order to continuously improve customer service.

We are committed to providing Maryland citizens, businesses, stakeholders, and other customers with the best customer service. For more information, please visit our website at: <http://www.mdstad.com>

[Click here](#) for the State of Maryland's three question customer experience survey.