



CITY OF STANWOOD
CUSTOMER SERVICE STANDARDS
ADOPTED APRIL 15, 2013

Customer service is everyone's responsibility, not just those who staff the front office. Every time we interact with an individual we are making an impression on our customers – whether they are citizens, visitors, people working in Stanwood, people working with our staff or City employees. These customer service standards are for employees to follow to ensure that the quality of service to all of our customers meets or exceeds their expectations.

Performance Evaluations and Job Descriptions: All new employees will be introduced to these standards as part of their orientation program, and the City will provide customer service training opportunities for employees so that all staff understand the value of customer service as well as the importance of following the City's approved standards. Customer Service is also a specific criterion for success on each employee's performance evaluation.

Customer Service Team: The Mayor will establish a Customer Service Team to serve as a sounding board for all employees, facilitate implementation of customer service improvements, coordinate employee training.

CUSTOMER SERVICE STANDARDS

Standards Covering All Customer Interactions

"Customers have a right to expect that staff will....."

- Be courteous, respectful, honest and professional.
- Listen to the request/question, ask for clarification if necessary, and provide complete, knowledgeable, accurate, precise information regarding their inquiry.
- Make a reasonable effort to provide information about the City. When a question is outside your area of expertise, make the effort to help the customer connect with the correct City department or outside agency, as appropriate.

Telephone/Voicemail

"Customers have a right to expect that staff will....."

- Answer telephones promptly (before it goes to voice-mail) whenever possible.
- Answer calls in a courteous manner (with a smile).
- Listen and understand the nature of requests before transferring a call; inform callers to whom they are being transferred; and provide callers with the telephone number and division of the person to whom they are being transferred. If a call comes during interdepartmental coverage, staff will explain that they are covering for a different division and offer to take a message or transfer the call to voicemail.



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- Before transferring a call, provide the caller with the option to go to voicemail or leave a message.
- Acknowledge voicemail messages within 24 hours on regular business days.
- Keep outgoing voicemail messages current and change voicemail messages at answering stations on days that the City is closed.
- Provide at least one optional telephone number to call in voicemail messages. For individual phone lines this can be to press 0 for assistance.
- Answer and return calls in the order received. Callers may be given the option to be put on hold or called back.
- Provide periodic updates to a caller who is on hold for an extended period of time.
- Answer all incoming telephone calls from external sources with a consistent greeting such as "City of Stanwood, [name], may I help you?"
- Leave a full name, department, telephone number, and the best time to reach you when leaving a message.
- Provide an out of office notification on voice-mail, arrange for call-forwarding or coverage by another staff person when out of the office for a full day or more, .

Meetings and Open Houses

"Customers have a right to expect that staff will....."

- Provide reasonable advance notice of meetings.
- Make sure that meeting notifications contain accurate information (date, time, place, point of contact, telephone number and/or email address.
- Advise the public of any schedule changes or cancellations prior to the meeting.
- Make available and distribute agendas in advance of meetings whenever possible.
- Start and end meetings on time.
- Conduct meetings in an organized, efficient (proper equipment and handouts) and professional manner.
- Consider security at meetings involving sensitive issues as determined by the department head and/or facilitator.
- Remove meeting notices after a meeting has completed.



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Public Amenities

“Customers have a right to expect that staff will.....”

- Provide properly maintained facilities, which are sanitary, completely operational, fully stocked and supplied, accessible, adequate to need, and compliant with ADA (Americans with Disabilities Act) standards.
- Respond appropriately and timely to problems identified at a facility.
- Post and observe hours of regular operation.
- Provide notification to the public in the event of a change in hours of operation.

Money/Currency Exchange

“Customers have a right to expect that staff will.....”

- Create user-friendly bills/statements.
- Ensure the customer knows that bills and permits may be paid via cash, check or credit card.
- Make sure that the City is prepared to handle the daily monetary exchanges.
- Provide accurate financial transactions.
- Provide a receipt or verification of transaction, if requested.

Written Correspondence

(Includes Letters, Memoranda, Emails and Faxes)

“Customers have a right to expect and staff will.....”

- Provide written correspondence that is formatted to City standards.
- Make sure that information provided in response to inquiries is complete, accurate and precise.
- Respond in a timely manner to a customer’s request, or send an interim communication explaining the delay. A timely response for email is within 24 hours on a regular business day and for letters is within five business days.
- Use a complete email signature block including: the staff person’s name, title, department, City of Stanwood, address, telephone number, fax number, e-mail and City website address.



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- Use blind copies (bcc) when sending emails to a large group of people, to protect the privacy of email addresses.
- Use legible fax cover sheets, to include name, telephone number and department of the sender and the name and fax number of the receiver.
- Provide an out of office email message when out of the office for a full day or more, unless your station is covered by another staff person.

In Person at City Hall

“Customers have a right to expect that staff will.....”

- Respond with a timely, courteous acknowledgement, such as eye contact or a positive indication that the staff person knows they are there, especially if the staff person is on the telephone or with another customer.
- In the event there is a person at a counter and the phone rings, continue working with the person at the counter unless they are able to easily excuse themselves to answer the telephone. Staff should ask the caller if they prefer to be put on hold or have their call returned, and continue to help the customer.
- Ensure staffing during business hours or, if staff is unavailable, provide signage referring them to the appropriate department.

In Person Contacts with Field Personnel

“Customers have a right to expect that staff will.....”

- Attempt to answer a question when approached by a resident in the field, if it pertains to the employee’s duties, or if the employee knows the answer.
- If a question pertains to an area outside of the employee’s scope of duties or department, the employee will explain it is outside of the scope of their duties, and will provide the resident with a helpful numbers to call card. This will provide the resident with the correct information they need to contact the department that can answer their question.
- If the employee cannot answer the question and it is related to their duties, staff will offer the option to the resident of contacting a supervisor, so that the supervisor can speak to the resident either by a mobile phone at the site, or by coming to meet the resident in person.