

# Unraveling the Enigma of Customer Service—Who Cares?

Customer service just isn't what it used to be. The GOOD news is that organizations offering EXCELLENT customer service now have a greater competitive advantage than ever before! In reality, most customer service representatives really do care. But they often neglect, or fail to remember those basic behaviors that send that caring message to their clients. It's also too easy for them to forget the important role they play in their organizations success.



Please join your coworkers in the continuing customer service improvement series, “*Who Cares?*”, on Tuesday, April 23 at 10:00 A.M. or on Thursday, April 25 at 2:30 P.M. in Kent County Administrative Complex room 220.

Good customer service should be applied to everyone you come into contact with: external customers, internal customers (your fellow employees), and other points of contact such as phone calls, emails, or faxes. Treating others as you would like to be treated is a cornerstone of the service industry and excellence is something to be strived for daily.

Kent County Levy Court has a specific customer service policy in place for employees to follow. Employees are expected to provide courteous service at all times and to continuously strive to exceed customer expectations. Following is the Kent County Customer Service Policy:

## *Kent County Levy Court Policy 3: Conditions of Employment*

### [§ 3-4 Customer service policy.](#)

*[Adopted 12-13-2011 (P11-04)]*

*This Policy establishes expectations for a high quality of service and assistance provided by County employees when interacting with external customers, co-workers, constituents, business owners, governmental officials, and other members of the public. This Policy is intended to list in clear, concise language the goals and objectives of each County employee with respect to customer service.*

**A. Excellence.** *County employees shall strive to go beyond the minimum required to provide the highest quality of customer service that regularly exceeds customer*

*expectations. To monitor our progress, the County will actively seek feedback from our customers and will use this feedback as an aid in assessing our strengths and weaknesses, and for seeking continual improvement. Feedback will be solicited in a number of ways, including but not limited to direct contact, customer comment cards, written correspondence, and website customer satisfaction postings.*

**B. Accessibility.** *County employees shall be reasonably accessible for consultation and meetings with customers. Departments with regular public interaction shall have the front counter staffed at all times during normal business hours. Inquiries and requests for meetings with technical staff, division managers and department heads shall be arranged promptly and at the most immediate and mutually convenient time possible. It is expected that division managers and department heads shall make themselves available for consultation as soon as possible and in deference to the customer's preference.*

**C. Clarity and responsiveness.** *It shall be the responsibility of each employee to operate within the limits of his/her County job description and area of responsibility to provide clear, concise, and courteous responses to inquiries for assistance and/or requests for information. When inquiries are received that would best be responded to by another County employee or County department, the employee receiving the inquiry shall bear the responsibility of assuring that every effort has been taken to confirm that a person-to-person relay of the inquiry has been made.*

**(1)** *For inquiries, complaints and other requests that require research, analysis, site visits, inspections, or consultation, the employee handling the request shall be responsible for following up with the inquiring party to provide status reports and/or to communicate how that inquiry is being processed or resolved. There shall be no exception to this provision unless an inquiring party indicates that the party does not want to be contacted.*

**(2)** *In many situations, there may be alternative approaches to resolving an inquiry, problem, or complaint. In such situations it shall be the responsibility of the County employee to consider alternative approaches and to offer options and alternatives to the customer for his/her consideration. The goal of the County employee shall be to achieve and/or maintain compliance with all applicable laws, codes and ordinances while striving for the maximum level of satisfaction for all parties involved in the most expedient manner practicable.*

**D. Timeliness.** *All requests for assistance and/or information shall be processed and responded to promptly, with most routine inquiries being satisfied immediately or within 24 hours. Requests for information pursuant to Delaware Code Title 29,*

*Chapter 100 (Freedom of Information Act), shall be processed in accordance with County Policy P08-05.*

*E. Commitment. It is the expressed policy of Kent County Levy Court that every County employee shall engage each customer with respect, service and assistance in a manner equal to or exceeding what the employee would expect if he/she were the customer.*

*F. County employees shall strive to maintain compliance with the provisions of this Policy at all times in their official capacities as County employees. Lapses in compliance with this Policy shall be considered deficiencies in performance and may be subject to disciplinary action as prescribed in Chapter 68, § 68-4, of the Kent County Code.*

If you have questions about the County's customer service policy please contact your supervisor or the Personnel Office. If you have an idea for an employee training topic, please call the Personnel Office at (302) 744-2310.

*(Posted 04/16/19)*