

AD 303 – CUSTOMER SERVICE POLICY

Originating Document:

Effective Date: May 28, 2013

Policy Statement:

It is the policy of the Municipality that all Municipal employees will strive to provide Customer Service Excellence to all internal and external customers that we serve.

Policy Objective:

The objective of this policy is to:

- Raise awareness of the necessity and importance of achieving Customer Service Excellence as part of the day to day operations of the Municipality.
- Ensure interaction and communications with all customers is prompt, respectful, friendly, and sensitive to customers concerns with a goal of satisfying the customer's needs.
- Ensure consistent customer service standards are applied by all employees, throughout the corporation.
- Provide context for the application of the Municipality's Customer Service Procedures which may be updated from time to time.
- Define clear roles to ensure consistent administration and maintenance of the Municipality's Customer Service Procedures.

Definitions:

- **Customer - Internal:** Employees and Elected Representatives of the County of Prince Edward.
- **Customer - External:** Residents, visitors, investors, businesses, partner Municipalities, any member of the public.
- **Internal Communications Team:** will act as representatives for customer service and communications within each respective work area. Will support the Customer Service Coordinator and Communications Officer by providing continuous feedback and guidance in order to achieve customer service excellence.
- **Customer Service Excellence:** Striving to provide superior customer service as defined in the Municipality's Customer Service Procedures.

Policy Application:

This policy applies to all employees of the Municipality, and their interaction with any customer – both internal and external - as part of their day to day business.

Roles and Responsibilities:

All Municipal Employees:

- are responsible for understanding and applying the associated Customer Service Procedures, and any other associated By-Laws, Policies and Procedures associated with internal or external customer service as outlined below.

All Managers:

- are responsible for ensuring that all employees are advised of and understand the application of the Municipality's Customer Service Policy and associated procedures, as well as enforcing consistent application of this policy and related Customer Service Procedures.

The Corporate Communications Officer is responsible for:

- oversight, support and approval to the Corporate Customer Service Coordinator and the Internal Communications Team.
- provides guidance in the maintenance and implementation of both this policy and the Municipality's Customer Service Procedures.

The Customer Service Coordinator, in partnership with the Corporate Communications Officer and the Internal Communications Team, is responsible for:

- working with employees and managers to ensure Customer Service Procedures are applied consistently throughout the organization.
- monitoring and maintaining the County's Customer Service Procedures.
- identifying any gaps in the application of Customer Service Excellence and proposing potential solutions.
- Notifying the appropriate manager if an employee continues to violate either this policy or the County's Customer Service Procedures.

The Municipality's Internal Communications Team:

- will use a team approach to continuously update and apply the *Municipality's Customer Service Procedures* in order to maintain proactive and consistent Customer Service Standards across the organization.
- will act as advocates for Customer Service Excellence within their respective work areas, promoting various Customer Service initiatives and training opportunities.

Maintenance:

Continuous maintenance of this policy and associated procedures is essential to ensure that meaningful standards of Customer Service Excellence are both defined and achieved.

The Municipality's Customer Service Coordinator, in partnership with the Corporate Communications Officer, and the Internal Communications Team will continually monitor this policy, as well as review the *Municipality's Customer Service Procedures* on an annual basis, and update as necessary.

Associated By-Laws, Policies, and Procedures:

Customer Service delivery by all employees of the Municipality must comply with other relevant By-Laws, Policies and procedures including, but not limited to:

- Customer Service Procedures (*Implementation 2013*)
- Social Media Guidelines (*Implementation 2013*)
- HR 130 Employee Code of Conduct
- AD300 Corporate Communications Plan
- IT 100 Information Technologies and Internet Use Policy
- HR 136 Respect in the Workplace – Harassment and Violence
- Visual Identity Policy (*Implementation 2013*)
- Advertising Policy (*Implementation 2013*)
- Mission and Vision (*Implementation 2013*)
- Customer Bill of Rights (*Implementation 2013*)
- BL 180 Freedom of Information & Protection of Privacy Act Policy
- Accessibility Standards for Customer Service, regulation 429/07.