**ADMINISTRATIVE DIRECTIVE**

| CUSTOMER SERVICE | NUMBER<br>**2.02-26** | PAGE<br>**Page 1 of 4** |
|---|---|---|
| | EFFECTIVE DATE<br>**June 22, 2015** | |

## I. PURPOSE

This Administrative Directive sets forth the customer service expectations, policies and procedures for City of Tucson employees. All City employees will comply with this Directive.

## II. POLICY

All City employees shall treat their colleagues and members of the public professionally and respectfully through person-to-person, telephone, and written communication.

## III. GENERAL RULES

**A.** Attentively listen to customer requests/questions and refrain from interrupting. Ask appropriate questions to ensure that the customer requests/questions are being completely answered. If you are unable to answer, locate a staff member who can assist.

**B.** Personal telephone calls, social media (e.g. Facebook, Twitter and Instagram) and or personal email shall never be conducted in the presence of a customer. The computer, phone, research or paperwork activities are secondary unless related to the customer's inquiry.

**C.** Refrain from expressing personal opinions regarding a customer's request.

**D.** Be professional, courteous, and respectful at all times. Avoid negative language and remain factual and objective.

**E.** Be accurate, precise and complete in all correspondence.

**F.** Comply with any Americans with Disabilities Act (ADA) and/or Limited English Proficiency (LEP) requests or accommodations as requested by the customer.

**G.** If a customer becomes physically or verbally intimidating, the employee should take appropriate action based on observed behavior including calling 911 if there is any threat of physical violence.

**H.** If a customer becomes verbally abusive or uses excessive profanity during a telephone conversation, the employee will attempt to deescalate the situation. However, if the customer continues to be verbally abusive, the employee will calmly and professionally terminate the telephone call.

## IV. PERSON-TO-PERSON INTERACTION STANDARDS AND ETIQUETTE

**A.** Immediately acknowledge and greet the customer in a welcoming and professional voice and manner by making eye contact, smiling and projecting positive body language.

**B.** When a customer enters the office while you are on the phone, acknowledge the customer and indicate that he/she should take a seat, and then assist the customer as soon as possible. When assisting the customer maintain eye contact and remain focused on the customer.

**C.** If the telephone rings while you are with a customer, excuse yourself, answer the phone call and ask the phone customer if he/she would like to hold while you assist a customer or leave contact information. If contact information is given, inform the customer that the call will be returned as quickly as possible.

## V. TELEPHONE STANDARDS AND ETIQUETTE

**A.** Answer incoming calls within three rings during regular business hours. Departments with specialized call centers will adhere to their specific guidelines (e.g., Public Safety Communications, Environmental Services and Tucson Water call centers).

**B.** Speak clearly, in a professional, polite and friendly manner.

**C.** Identify the department and yourself by name and ask how you may be of assistance?

**D.** If you cannot provide assistance, ask the customer if he/she would like to be transferred to the appropriate department/staff. If yes, inform the customer of the employee's name, department or office and provide the transferring telephone number in case the transfer call disconnects.

**E.** Do not transfer a call without notifying the recipient.

**F.** If not transferring, conclude the telephone call by asking the customer if all his/her questions were answered and/or all information was provided and "is there any other assistance that may be provided?"

**G.** A concerted effort will be made to return telephone messages within 24 hours or by the next business day. When returning telephone calls, leave a message and clearly state your full name, department, telephone number and the subject of the call.

## VI. VOICEMAIL STANDARDS AND ETIQUETTE

**A.** Check voicemail daily and clear messages so that incoming messages may be received. Check voicemail when out of the office on business or in training.

**B.** Voicemail outgoing greetings will be kept current, indicate any long absence from the office and provide an alternative staff member or department telephone number for assistance.

**C.** Do not use voicemail to avoid answering calls or speaking with customers.

## VII. WRITTEN CORRESPONDENCE STANDARDS

**A.** Written correspondence includes letters, memoranda, email, newsletters, flyers, mass mailings, invitations, brochures, and websites.

**B.** Written inquiries should be responded to within ten (10) business days. If the inquiry cannot be fulfilled within the ten (10) business days, inform the customer that you are in receipt of the request and indicate a time frame for response.

**C.** Select the correct template to compose the correspondence.

**D.** Compose the written correspondence in a forthright tone that is readily comprehended by the customer. Do not use city jargon and acronyms when writing to external customers.

**E.** Before sending the correspondence, proofread it and have another staff member proofread it once more to assure grammar and spelling accuracy. Confirm that your name, title, telephone number, and email address are listed.

## VIII. FORMAL EMAIL COMMUNICATION

**A.** Enter a subject topic in the subject line.

**B.** Respond to email inquiries within two (2) business days. If a complete response cannot be done within two (2) days, send an acknowledgement email to the customer and indicate an estimated time frame for a complete response.

**C.** At the conclusion of the email communication, include a signature block that contains the following: full name and title, department or office, email address, and telephone number.

**D.** For all scheduled absences from the office lasting more than one day, use an auto-reply that includes the date of the absence, return date, the contact information for the employee who may respond in your absence and the department phone number.

**Appendices** None

**References**

Administrative Directive 1.08-4 -- Use of City Electronic Communication Systems
Administrative Directive 2.02-5 -- Rules of Conduct
Administrative 2.05-9 -- Services for Language Access Policy for Limited Language Proficiency (LEP)
Administrative Directive 2.05-10 -- ADA Compliance with Title II Public Services

**Review Responsibility and Frequency** The City Manager or designee shall review this directive as needed.

**Authorized**

City Manager

6-22-15
Date