

**SCOTLAND COUNTY**  
**Administrative Bulletin No. 10**  
**Customer Service Standards for Management and Staff**

**Effective Date: November 1, 1999**

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**PURPOSE:** As citizens, taxpayers, and EMPLOYEES of Scotland County, it is our responsibility to commit ourselves to high behavioral standards in service to our peers within the organization and our geographic community.

**POLICY:** EVERYONE is my Customer!

Commitment to the Customer Service Standards set forth below is an expectation of current staff by County leadership, and shall become a requirement for all newcomers.

Some of the standards are achieved simply by having a clear understanding of right, wrong, and situational appropriateness; some reflect good etiquette; and some of them will require thought and changed habits before they are perfected. For those of us who are already personally committed to excellence in all we do, very little effort will be required to achieve and exceed the standards. For others whose commitment needs strengthening, this poses the challenge for continuous improvement.

Working together, we shall ensure a tradition of pride, respect, and excellent service to and for all Scotland County citizens, employees, and guests.

\* Exhibit *Courtesy and Respect* for EVERYONE by:

- \* making eye contact, calling people by name (when possible), and introducing ourselves to those with whom we are not familiar.
- \* stopping to assist when someone appears confused.
- \* knocking before entering closed offices, treatment areas, or other private spaces.
- \* respecting the privacy of others.
- \* maintaining confidentiality regarding all non-public records and interactions.
- \* following the Golden Rule -- treating others the way we would wish to be treated in the same situation.
- \* communicating with others in a considerate, mature, adult manner.

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- \* carrying out our responsibilities in a nondistracting manner -- working as quietly as circumstances warrant, and taking breaks in the appropriate settings.
  - \* respecting cultural differences and traditions.
  - \* respecting others' rights to security of their personal belongings.
  - \* assuring our behaviors and attitudes promote a professional and comfortable environment.
- \* Be ***responsive*** to all customers by:
- \* communicating in a fashion that minimizes anxiety about the unknown (i.e. treatments, policies, responsibilities, etc.); assures mutual understanding; and avoids the spread of misinformation (including unsubstantiated GOSSIP!).
  - \* responding to requests as quickly as circumstances permit.
  - \* attempting to anticipate our customers' needs in order to be proactive, rather than reactive.
  - \* closing our interactions by asking if there is anything more we can do to assist.
- \* Exhibit ***professionalism, ownership, and commitment*** to my job and organization by:
- \* understanding we not only represent *ourselves as individuals*, but we also represent our departments and Scotland County. We shall do so with pride and dignity. (Should we become unable to do so for any reason, we will seek appropriate counseling and/or assistance, or seek more satisfying job opportunities.)
  - \* consulting with our supervisors and any established departmental or organizational dress code policies to determine the appropriate dress and demeanor for our job responsibilities.
  - \* taking seriously our roles in carrying out other current organizational policies or practices related to ethics, security and/or risk management -- all areas affecting the convenience and/or safety of our customers or orderliness of our physical facilities.

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- \* each setting a positive example for our peers.
  
- \* Provide **excellent service and follow-up** by:
  - \* not using the expression, "It's not my job." If we see we are not capable of providing the needed or requested assistance, we will locate someone who can, or we will commit to having the right person contact the customer at the earliest possible opportunity. We will then provide all pertinent information to the party receiving the referral and being asked to assist.
  
  - \* assuring that phones are answered by the third ring, and that they are covered at all times (personal coverage or appropriate Voice Mail coverage). Further, if we find ourselves reasonably near a ringing, unattended phone that has obviously not been diverted to Voice Mail (*in or outside* of our own work areas), we will answer and assist the customer (at the very least, by taking a message and leaving/forwarding it for handling).
  
  - \* checking Voice Mail and responding to messages on a frequent basis.
  
  - \* applying good telephone skills -- courtesy, professionalism, helpfulness, and understanding.
  
  - \* not referring a phone call to someone else unless absolutely necessary or appropriate. We will assist each call to the limit of our abilities. If we *must* make a referral, we will provide explanation to both customers -- the one being referred, as well as the one receiving the call.
  
  - \* not referring an issue or request for service to another employee, unless we are sure we have selected the most appropriate person to get the job done. We will not refer or delegate inappropriately, simply for our own convenience. When delegation of work is necessary, we will consider and respect time factors related to our fellow employees' other commitments.
  
  - \* continuously pursuing opportunities to increase the level of service to our customers.