



New Hanover County Health Department Policies and Procedures



Subject:	Customer Service
Date of Origin:	04/27/1999
Policy Number:	GS-ADM-011

PURPOSE AND SCOPE:

The purpose of this policy is to establish customer service guidelines for the New Hanover County Health Department (NHCHD) workforce. The scope of this policy applies to all members of the NHCHD workforce.

POLICY/ PROCEDURE:

The NHCHD will provide external and internal customers with courteous, timely, and efficient service of the highest quality that will exceed customer expectations. In order to continuously improve services, the health department will use ongoing customer feedback to help establish customer service standards and performance measures. Staff will embrace standards of professionalism and will treat customers with respect. When we exceed customer expectations, we are practicing our health department motto: "Your Health, Our Priority."

Customer is defined as internal customer (co-worker, supervisor, etc.) and external customer (general public, client, other agencies, vendor, etc.).

The process for obtaining customer satisfaction results will be specific surveys based on needs in each area. Survey information will be compiled for the entire department to ensure continuity and quality service. Designated areas are:

- | | |
|---|-------------------------|
| Animal Control Services (C, M, O) | Clinic (O) |
| Care Coordination (C, M) | Community Health (C, M) |
| Environmental Health Services (C, M, O) | Health Promotion (O) |
| School Health (C,M) | WIC/Nutrition (O) |
| Laboratory (O) | Mental Health (C, M) |

Survey Distribution Key: (C- Call, M-Mail, O-On-site)

The process of collecting completed surveys will utilize drop boxes in the Clinic, Animal Control Services, WIC/Nutrition and Environmental Health Services. The customer may fill out the short survey and drop the survey in the collection box. Upon completion of the survey the customer will be asked to fill out a separate contact slip, which includes their name and contact information. Any customer that completes a survey in a given month will be entered in a monthly drawing for a gift card. Each time a customer utilizes the department's services; they are eligible to complete one survey.

The representative sampling goal for all areas surveyed will be 5-10% of the customers served in one month. For customers that do not receive services on site the Support Services staff will utilize program lists of customers served in a given month to randomly select contacts and conduct a phone/mail survey. All respondents will be anonymous and their identities will not be linked to their responses.

The results for each area will be compiled a minimum of twice a year by the Program Support staff. Program Support staff will produce a customer satisfaction report twice a year which will include:

- A breakdown of the % of responses "poor to excellent" for each question for each area
- The overall satisfaction rating for each area

"Healthy People, Healthy Environment, Healthy Community"

- Detailed comments for each area
- The overall approval rating for the entire department (Approval is the percentage of responses for good or excellent)

The Program Support Supervisor will ensure that this customer satisfaction report is sent to the Management Team and that any surveys of concern are communicated to Division Managers as received. The Health Director or designee will share the results of the latest customer satisfaction report with the staff at the full staff meetings.

Quality Customer Service Standards Form

The quality customer service standards form shall be completed for every employee at the end of their probationary period and during their performance reviews. Each direct supervisor will determine the appropriate representative group of internal and/or external customers routinely served by each individual employee. A minimum of five service standard forms shall be submitted on each employee per review including supervisor, peers and internal/external customers. External customer service surveys may be included as a portion of each review period as received.

OTHER INFORMATION: (attached)

- Core Values
- Customer Satisfaction Survey Annual Schedule (NHCHD117)

REFERENCES:

- Customer Service Satisfaction Surveys (ADM003)
- Quality Assurance Policy
- Quality Customer Service Performance Standards Form (ADM006)

Note: Referenced forms can be located on the H://drive in read only format.

CHANGE HISTORY:

Version	Date	Comments
A	04/27/99	Original Document
B	04/20/04	Revised document to include customer surveys.
C	08/03/06	Added core values and quality customer service standards.
D	04/03/07	Specified reporting dates, content and responsible staff. Added laboratory as an additional area for surveys.
E	10/30/07	Added paragraph for completing Quality Customer Service Performance Standards Form and changed from doing surveys in program areas monthly to assigned intervals listed in the new survey calendar. Changed from doing monthly reports to a minimum of twice a year. Added Mental Health as an area for surveys.
F	6/3/08	Revised to include a representative sampling of 5-10% and modified the Customer Satisfaction Survey Annual Schedule to reduce ACS reporting from 4 times a year to 2 times a year.
Annual Review		6/3/08

New Hanover County Health Department Core Values

Sense of Ownership

“Every job is a self-portrait of the person who does it. Autograph your work with excellence.”
-- Author Unknown

Sense of ownership means we are more than employees, we are reflections of the Health Department’s mission, goals, successes, and failures, and the Health Department is a reflection of us. This ownership allows us an opportunity to influence decisions concerning the future of the Health Department, but demands that we never lose sight of our personal responsibilities.

- Dedication to our customers is the foundation of our core values, “to assure a safe and healthy community.”
- Take pride in our organization. Our organization takes pride in you!
- Take pride in the appearance of our work environment:
 - Pick up trash in hallways and on grounds, and dispose of properly.
 - Clean up behind yourself.
 - Keep bulletin boards and notices up to date and neat (computer-generated).
 - Keep hallways clear of equipment.
 - Clean up small spills yourself. Inform Property Management for clean up of larger spills.
 - Keep office areas uncluttered.
- Follow through – do what you promise.
- Stay informed. It’s your responsibility to involve yourself in the organization by attending staff meetings and reading all staff communications.
- Demonstrate loyalty to co-workers and the organization.
 - Be on time and come to work when scheduled. Tardiness and absenteeism place a burden on co-workers and customers.
 - Your job does not end where another’s begins. We are a team.
 - Do not undermine the organization or work of fellow employees.
- If you see something that needs doing – do it. For example, report broken equipment, clean up storage areas, and return equipment to proper areas.
- Know your job responsibilities and perform them effectively and efficiently.
- Strive to do the job right the first time.
- Be honest and trustworthy with everyone.
- Focus on the needs of others.
- Ensure the health of our community by being pro-active, futuristic, and innovative by flexibility in modifying services to meet the needs of our customers.

“Healthy People, Healthy Environment, Healthy Community”

Behavior

“Positive attitude creates a chain reaction of positive thoughts.” -- Author Unknown

All employees shall have positive behavior and a willingness to go beyond expectations, creating an environment where we are all solution seekers.

- Treat others like you want to be treated.
- Be sensitive to other's needs.
- Prioritize work so customer's needs come first.
- Promptly acknowledge others with a pleasant greeting and a smile.
- Be sincere, make eye contact, smile and introduce yourself.
- Listen attentively and courteously to the concerns of others. Pay attention to your facial expressions and body language.
- Recognize the value of a diverse workforce, be flexible, receptive to change, and remain open to new viewpoints, ideas, and talents.
- Serve each customer as an individual with their own distinct characteristics as well as the community at large.
- Respect the value of other's time. Don't hold up someone else's work progress by not responding to requests for information or assistance.
- Be courteous to others at all times.
- Focus on identifying the source of anger or frustration in the face of confrontation.
- Expect positive behavior from each other and hold each other accountable. For example, let someone know if his or her behavior is negative in a kind, diplomatic way.
- Recognize that our customers have a sense of urgency and show them that we value their time. They are not an interruption of our work; they are our reason for being here.

Communication

“Seek first to understand, then to be understood.” -- Stephen Covey (Habit Five)

At the Health Department, we will make every effort to communicate effectively by making sure the messages sent are received and understood by all parties.

- Be accurate, complete, honest, concise, and tactful. Organize information before calling.
- Do not make assumptions. Ask questions to clarify.
- Always use scripting, say “please,” “thank you,” and “how may I help you?” in conversations when appropriate.
- Discuss disagreements among co-workers privately, not in front of others.
- Do not embarrass fellow employees in the presence of others.
- Make sure your handwriting is legible.
- Address needs and requests for services in a prompt and polite manner. (If you can't solve the problem, find someone who can.)
- When addressing customers, use their names and avoid using terms such as honey, sweetie, sugar, or calling patients by room number once they are in the exam areas.
- Remember the three R's:
 - Respect yourself.
 - Respect others.
 - Take Responsibility for all of your own actions.

Professionalism

"When you choose to be professional, you are leaving mediocrity and apathy behind... you are embarking on a lifelong journey of continual growth and the pursuit of excellence."

-- James R. Ball

The growth of the Health Department and its employees go hand in hand. While we all share responsibility for our institutional growth, each individual must accept responsibility for their personal accomplishments and development.

- Serve the community through the highest of quality standards and principles of public health practice.
- Set the example of a high performer. Strive to become a leader.
- Encourage others in their personal and professional growth.
- Treat every co-worker as a professional. Recognize that we each have an area of expertise.
- Take ownership of your personal growth. Strive to improve personal skills.
- Seek opportunities to assist co-workers.
- Be sensitive to the time and schedule of others. Be on time, be ready, and follow policies regarding breaks.
- Take responsibility for staying current in job specific competencies and continuing education hours.
- Keep current in advancements in your profession.
- Take advantage of staff development programs. Share what you need to know or would like to learn.
- Be patient and compassionate with each other.
- Be supportive of co-workers in difficult situations.
- Learn to balance your personal and professional life.
- Show mutual respect between employees and management.
- Nurture and empower new employees and co-workers. Be a positive influence.
- Promote teamwork within and outside of your division.
- Help create a culture that taps the full potential of employees and builds an environment that allows everyone to feel appreciated, included, and valued

New Hanover County Health Department

**Customer Satisfaction Survey
Annual Schedule**

July Care Coordination (C, M)	August Environmental Health Services (C, M, O)	September Community Health (C, M) Health Promotion (O)
October None (flu clinic)	November School Health (C) Clinic (O) Laboratory (O) Animal Control Services (C, M, O)	December School Mental Health (C, M) WIC/Nutrition (O)
January Care Coordination (C, M)	February Environmental Health Services (C, M, O)	March School Health (C) Community Health (C,M) Health Promotion (O)
April School Mental Health (C, M)	May Clinic (O) Laboratory (O) Animal Control Services (C, M, O)	June WIC/Nutrition (O)

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