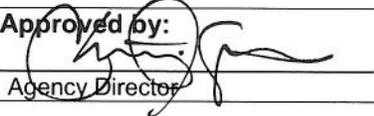
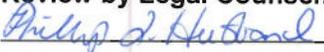


District of Columbia Department of Health Customer Service - Minimum Standards for Telephone-Based Customer Service		PROCEDURE 240.10 Implementing Office: Office of the Director Training Required: No Originally Issued: 12/17/13 Revised/Reviewed:
Approved by:  Agency Director	Review by Legal Counsel: 	Effective Date: 11/10/14 Valid Through Date:

I. Authority	N/A
II. Reason for the Policy	To establish specific procedures and minimum standards for telephone-based customer service and to emphasize the importance of implementation and adherence.
III. Applicability	This policy applies to all DOH employees, contracted staff, volunteers, interns, and summer youth employees.
IV. Policy Statement	Consistent with the Mayor's goals, it is the policy of the Department of Health to provide the highest level of customer service to each caller and for managers and supervisors at all levels to ensure that each customer is treated with sensitivity, respect and in a professional manner and that all employees provide excellent customer service. The paramount goal is to ensure that main numbers and service numbers are staffed at all times during business hours and that staff provides excellent customer service. Any employee who violates this policy may be subject to disciplinary action, up to and including termination.
V. Definitions	<p>Main Service Desk Phones - are entry points into the agency. Staff answering the main telephone number route calls throughout DOH.</p> <p>Large Service Desk Phones - are entry points into an administration within DOH.</p> <p>Small Service Desk Phones - are telephones where the telephone numbers have constituent volume that do not demand more than one dedicated full-time equivalent employee staffing the number.</p> <p>Desk Phones - are direct contact numbers for agency employees.</p>
VI. Contents	<ol style="list-style-type: none"> 1. Introduction 2. Voicemail/Outgoing Message 3. Receiving and Returning Telephone Calls 4. Telephone Etiquette 5. Courtesy

<p>VII. Procedures</p>	<p>I. Introduction:</p> <p>From a customer service perspective, telephone numbers are operationally defined in four categories: Main Service Desk Phones, Large Service Desk Phones, Small Service Desk Phones, and Desk Phones. Employees are responsible for managing the operation of all assigned telephone numbers at the highest level of customer service.</p> <ul style="list-style-type: none"> a. Main Service Desk Phones - Staff answering the main telephone number route calls throughout the organization, such as the DOH main number. This number should be staffed at all times during business hours. b. Large Service Desk Phones – Staff answering large service desk phones route calls throughout an administration within DOH, such as the Community Health Administration. This number should be staffed at all times during business hours. c. Small Service Desk Phone Numbers - are telephones where the telephone numbers have constituent volume that do not demand more than one dedicated full-time equivalent employee staffing the number, such as the Rodent Control Division. Small service desk phones must be structured to provide the same level of high quality service as main and large service number operations. This number should be staffed at all times during business hours. <p>Administrations have the option of collapsing their small service operations into one service number so that it generates sufficient volume to require a full-time equivalent staff person manning the telephone during business hours.</p> <ul style="list-style-type: none"> d. Desk Phones - are direct contact numbers for agency employees. All employees shall answer calls courteously and professionally. Desk voicemail should reflect the same professionalism that would be provided during a direct conversation with a constituent. (See Policy # 240.20) <p>II. Voicemail/Outgoing Message:</p> <p>Every telephone equipped with voicemail shall have a standard</p>
------------------------	--

outgoing greeting that is professional, concise and conveys relevant and useful information to the caller.

- a. Main Service Desk Phones-** Based upon the requirement that main service desk phones must be staffed during business hours, the voicemail greeting should be an “after hours” greeting. The greeting shall convey the following:
 - i. Agency
 - ii. Telephone number
 - iii. Office hours
 - iv. Options for the caller (e.g. leave a message, web site address, fax number, information about critical services available after normal business hours)
 - v. That the caller will receive a return telephone call to verify receipt of the telephone call or service request within 24 hours or within the next business day

- b. Large Service Desk Phones -** Based upon the requirement that large service desk phones must be staffed during business hours, the voicemail greeting should be an “after hours” greeting. The greeting shall convey the following:
 - i. Agency and Administration
 - ii. Telephone number
 - iii. Office hours
 - iv. Options for the caller (e.g. leave a message, web site address, fax number, information about critical services available after normal business hours)
 - v. That the caller will receive a return telephone call to verify receipt of the telephone call or service request within 24 hours or within the next business day

- c. Small Service Desk Phones Numbers-** Based upon the requirement that small service desk phones must be staffed during business hours, the voicemail greeting should be an “after hours” greeting. The greeting shall convey the following:
 - i. Agency, Administration, and Name of Office
 - ii. Telephone number
 - iii. Office hours
 - iv. The service is provided at this number
 - v. Options for the caller (e.g. leave a message, web site address, fax number, information about critical

	<p>services available after normal business hours)</p> <ul style="list-style-type: none"> vi. What type of information the caller should leave on a voicemail message vii. That the caller will receive a return telephone call to verify receipt of the telephone call or service request within 24 hours or within the next business day <p>d. Desk Phones – The voicemail greeting shall convey the following (Please see Policy #240.20):</p> <ul style="list-style-type: none"> i. Name of Employee ii. Title of Employee iii. Organizational Unit of Employee iv. Office hours v. DOH issued mobile telephone number, if applicable. vi. Referral number for immediate assistance. vii. That the caller will receive a return telephone call to verify receipt of the telephone call or service request within 24 hours or within the next business day <p>III. Receiving and Returning Telephones Calls:</p> <ul style="list-style-type: none"> a. Returning Telephone Calls- Calls made to all numbers at every level of government shall be returned within 24 hours or within the next business day b. Salutation- State name and agency and solicit information (e.g. “Thank you for calling X, this is John Doe. How may I help you?) At the end of the conversation, thank the person for calling. c. Receiving a Transferred Call: <ul style="list-style-type: none"> i. All DOH employees are expected to take all transferred calls from telephone call distribution points, such as the Mayor’s Office, Main Service Desk Phones, and Large Service Desk Phones. ii. Employees shall minimize the number of times a caller is transferred to resolve an issue by taking a message and distributing it to the appropriate staff person for resolution. The goal is one transfer per constituent and the transfer shall be to another
--	--

person, not to a voicemail. Employees shall, after a call is transferred to that employee, record the caller's contact information and forward to the appropriate person to return the call and resolve the issue.

d. Basic Knowledge:

- i. All DOH employees are expected to have a basic knowledge and understanding of the primary functions of the agency.
- ii. All DOH employees are expected to have a basic knowledge and understanding of District services, including 311, 911, web site addresses, and agency main numbers.

IV. Telephone Etiquette

In addition to the requirements for salutation, transferring calls and possessing basic knowledge (listed in Section III, b, c and d), all employees shall handle each telephone call with the highest level of customer service, including:

- i. Answer calls within three rings
- ii. Give constituents options (e.g., be placed on hold, call back, leave a message, or transfer to another number)
- iii. Ask to place the caller on hold and wait for the response
- iv. While the customer is on hold, check back frequently, at least every thirty seconds
- v. Use judgment by handling callers as you would want your call to be handled
- vi. Provide options to the caller for resolution
- vii. Facilitate
- viii. Speak as you would like to be spoken to

V. Courtesy

While taking a telephone call and speaking with constituents, all DOH employees shall handle each caller with the highest level of customer service, including:

- i. Do not place the caller on speakerphone
- ii. Do not eat food or chew gum while talking
- iii. Do not engage in secondary conversations with

		others iv. Convey sympathy, professional courtesy, and a pleasant attitude v. Provide reference information when transferring calls vi. Do not behave in a rude manner vii. Do not behave in a confrontational manner
VIII. Contacts	Chief Operating Officer – 202-442-5863	
IX. Related Documents, Forms and Tools	N/A	