

By utilizing this guide of customer service best practices, we ensure consistency and demonstrate professionalism in our service to external and internal customers, so that we may uphold the standards of our organization.

METHODS OF CONTACT

- ⇒ In-Person
- ⇒ Phone
- ⇒ E-Mail
- ⇒ Mail
- ⇒ Social Media
- ⇒ Internal Customer

All contacts receive a response by the end of the same business day:

- ⇒ **Minimum:** Acknowledgement of receipt with anticipated response time, including the responder's direct contact information

In all customer interactions, staff will be:

- ⇒ **Courteous**
- ⇒ **Honest**
- ⇒ **Professional**
- ⇒ **Respectful**

The City of Plant City is dedicated to excellence in customer service to our community and citizens:

Mission Statement

Our mission is to provide excellent customer service, ensure safety, preserve hometown values, and promote economic opportunity.

Vision Statement

An ethical, transparent, and creative organization, recognized for the depth of quality of our service to our community.

Values Statement

Leadership is more than a T.I.T.L.E., it's Respect, too!

TEAMWORK
INTEGRITY
TRANSPARENCY
LEADERSHIP
EXCELLENCE
RESPECT

Plant City
Florida 



Standards for Customer Service Best Practices

IN-PERSON

- ⇒ Questions are answered on the spot whenever possible
- ⇒ Attentively listen to the customer's inquiry and ask for clarification, if necessary, so as to provide a complete and accurate response
- ⇒ Obtain contact information and details of issue, if follow-up is necessary

Contact information includes:

- Name, address, phone #, email

Details of issue include:

- Brief description of issue
- Location of issue/problem/concern
- Information given to customer and who gave it

- ⇒ Tell customer who will contact them and when

PHONE

- ⇒ Resolve issue during initial conversation, if possible
- ⇒ If unable to resolve the issue, involve the appropriate staff to address the issue
- ⇒ If additional follow-up is necessary, obtain contact information and details of the issue

Contact information includes:

- Name, address, phone #, email

Details of issue include:

- Brief description of issue
- Location of issue/problem/concern
- Information given to customer and who gave it

- ⇒ Tell customer who will contact them and when

After hours:

- Voicemails are responded to the next business day

E-MAIL

Also includes Civic Plus Request Tracker, Work Orders, and Faxes

- ⇒ Respond by the end of the same business day

Minimum: Acknowledgment of receipt with anticipated response time including the responder's direct contact information

- ⇒ If additional follow-up is necessary, obtain contact information and details of the issue

Contact information includes:

- Name, address, phone #, email

Details of issue include:

- Brief description of issue
- Location of issue/problem/concern
- Information given to customer and who gave it

- ⇒ Tell customer who will contact them and when

Automatic emails/out of office replies

- Use both *internal* and *external* tabs with same message
- Use Spell-Check

Correct automatic reply format:

- Include dates out and who to contact if immediate assistance is needed
- *Example:* "I will be out of the office from MM/DD/YY— MM/DD/YY. I will reply to your message at my earliest opportunity once I return. If you need immediate assistance, please contact (First name Last name) at (phone #) or (email). Thank you, [your signature formatted correctly]"

Correct signature format:

- Appropriate professional signatures do not include backgrounds or miscellaneous graphics
- *Example:*
First name Last name
Job Title
City of Plant City, Florida
Office phone number and extension
Website: <http://www.plantcitygov.com/>
City Seal

MAIL

- ⇒ If a response or acknowledgement is appropriate, correspondence is replied to either by *phone* or *email*, if available, by the end of the same business day; otherwise by *letter* prior to the end of the business week

SOCIAL MEDIA

- ⇒ Check account daily
- ⇒ Respond to inquiries by the end of the same business day
- ⇒ Perform public records archiving of all messages in accordance with established policy and schedule

INTERNAL CUSTOMER

- ⇒ Respond by the end of the same business day

Minimum: Acknowledgment of receipt with anticipated response time, including the responder's direct contact information

- ⇒ If additional follow-up is necessary, obtain contact information and details of the issue

Contact information includes:

- Name, address, phone #, email

Details of issue include:

- Brief description of issue
- Location of issue/problem/concern
- Information given to customer and who gave it

- ⇒ Agendas and PowerPoint presentations are to be used for complex meetings and/or topics to:

- Keep meeting on course
- Highlight and reinforce your message
- Guide and illustrate your discussion