

City of Lowell Customer Service Policy

The City of Lowell is committed to providing high quality services in a fiscally responsible, sustainable, responsive and friendly manner which fosters a safe and healthy community for all. Excellent customer service results in an organization meeting the needs of its customers in a consistent and professional manner. The City believes that this standard of service promotes all that is positive about the City of Lowell.

Employee and Management Responsibility

All employees of the City of Lowell are to be made aware of their responsibility to provide exceptional customer service and the importance of customer service within the City's operations. Quality service shall be delivered with respect for the needs and diversity of all customers in the community. The term 'customer' is broadly defined to include tax payers, employees, elected city officials, volunteers, and the general public.

Leadership by example is an important and key component in striving for excellence in customer service. City management must and shall continually promote in their actions, words and writing the importance of customer service standards.

Customer Service Standards

The City recognizes that for successful interaction with a customer, not only must the end result be satisfactory; the entire experience must be reflective of a quality organization. All aspects of the City's operations must be clearly based on the ideal of excellent customer service. To achieve this goal, the City shall strive to:

- Respect the diversity within the City's community and provide services to all customers in a fair and equitable manner.
- Promote and uphold excellence within the organization.
- Respect the knowledge and perspective of customers and respond to their ideas and concerns in a timely manner.
- Identify effective and innovative approaches to enhance services and programs to customers.
- Efficiently deliver clear, concise, and consistent information and services to customers.
- Maintain professionalism throughout all aspects of customer interaction.

The City will ensure that employees receive continuous training and related resources to enable them to adhere and satisfy customer service expectations and keep their skills up to date.

If you have any feedback, questions, or concerns about the City's services, programs, policies or procedures, please contact Mary Callery, Human Relations Director at (978) 674-4105.

City of Lowell Customer Service Procedures (Guidelines)

Processes

There are many processes within the City that require formal procedures. Departments must strive to make these processes simple and easily accessible to complete. Simplification of forms, easy to understand directions and short time lines are key examples of efforts that should be put forth to assure customer service oriented processes are in place.

Marketing and Communication

The City provides information and services to residents and public on an ongoing basis. Communication with the public, whether oral or written, must be clear, concise, consistent and easy to access. Departments should strive to utilize all communication possibilities as efficiently as possible to assure that residents are informed and aware on a regular basis.

Printed Material

All printed material issued by the City of Lowell should be professional in appearance.

Phone and Written Inquiries

All inquiries made by phone or writing will be responded to by the appropriate person in a timely and expedient manner.

Phone calls placed to a specific person are to be taken whenever possible. Initial phone messages must be returned within a 24 hour period, or one business day. Employees at all levels must adhere to this timeline. If an employee is not available, the caller should be given that information and informed when the person will be available. Alternative assistance should be offered in the interim.

All written inquiries including but not limited to complaints, compliments or suggestions should be acknowledged in an appropriate manner. The initial response should be within no more than three business days of receipt of the letter.

The automated phone answering system should not be utilized in the manner in which customer service is discounted or as an alternative to providing service. Any department with such system must assure that it can be easily bypassed in order to achieve direct contact with the office.

Information and Referral

All efforts regarding issues not within the City's domain should be referred to the applicable governmental agency or community service agency that is best able to handle the concern/inquiry. All referrals should include a phone number or location of the suggested agency if available.

Internal referrals should be handled in the similar manner. Persons making phone inquiries which need to be referred to a different department should be given the direct contact number for future reference and then automatically transferred to the respective department.

External referrals made to another City Department should be handled in the similar manner mentioned above. If there is doubt as to the proper referral, the referring department should obtain the appropriate contact before connecting or directing the customer. If this information is not obtainable, the customer should be directed to a supervisor.

Professionalism

Exceptional customer service stems from professionalism. All employees shall present a professional and informed manner to the customers of the City. All employees are expected to conduct themselves in a professional manner with all members of the City, including residents, businesses and other customers, and other City employees.

Customers expect City employees to be knowledgeable in matters related to their work. Although employees cannot be expected to be all knowing, they do have a responsibility to maintain a solid understanding of their work responsibilities and how they relate to the City's operations. Employees should be certain of the information being provided to customers even if it means saying "I am not sure, Please let me check on that and get back to you."



Thomas A. Golden, Jr.
City Manager

July 21, 2023

Date