

OREGON BOARD OF DENTISTRY

POLICY 834-413-0020

Customer Service Policy

POLICY STATEMENT

This policy supports the Oregon Board of Dentistry (OBD) in promoting trust in Oregon state government and elevating quality customer service in daily OBD operations and planning through accessible, timely, and responsive customer service.

The purpose of this policy is to:

- Ensure universally accessible and responsive communication with Oregonians and OBD business partners.
- Reinforce an equitable customer service culture across the enterprise.
- Continuously measure customer service feedback.
- Continuously drive improvement.

APPLICABILITY

This policy applies to all staff or temporary employees of the OBD.

DEFINITIONS

Customer: Any individual who interacts with the OBD internally or externally.

Customer Facing: State occupied location open to the public.

Customer Service: Timely, accessible, equitable, and responsive support-based interactions between OBD and customers.

POLICY

This policy has been submitted to the Department of Administrative services, with OBD customer service KPM's, for review prior to implementation.

Professional Workplace

The OBD shall ensure all communication are respectful and professional and supports the values and mission of Oregon state government and the OBD.

Inclusive Customer Access

OBD shall provide inclusive customer access by complying with:

- The Americans with Disabilities Act (ADA).
- Enterprise Information Systems' (EIS) [E-Government Guidance](#).
- OBD policy and practice on use of language interpretation for individual communication.
- Offering universal communication preferences for all customers by making phone, video calls, email, and web form submissions available when possible.

OBD with customer facing offices shall establish minimum operating hours. Factors to consider include:

- Staff and resources available.

- OBD key performance measures.
- Licensee & Community needs.

The OBD shall post customer service contact information on OBD website. OBD contact information shall include customer service phone numbers, office locations, walk-in service locations, mailing addresses, hours of operation, and instruction on how to schedule an appointment. OBD shall post any scheduled closures deviating from an OBD's posted hours of operation on all OBD communication channels in advance of the closure, including voicemail, website, social media accounts, and shared through a media advisory. For unplanned closures, OBD shall follow the DAS policy on Temporary Interruption of Employment 60.015.01.

The OBD website will be as accessible as possible and kept up to date with relevant information. All email addresses listed on a website must be active and responded to as outlined below. OBD service levels must be posted on the OBD website.

Responsiveness

OBD employees shall, at a minimum, acknowledge receipt of voicemail, text messages, and email (including web messages if applicable) within one business day. Employees unable to reply within this timeframe shall update their email autoreply with details about when the employee will return and an alternate contact name, phone, and email of who can provide responsive assistance while the employee is not available.

Agency employees shall, at a minimum, acknowledge receipt of voicemail, text message, and email (including web messages, if applicable) within one business day. Employees unable to reply within this timeframe due to absence shall update their voicemail greeting and email autoreply with details about their return and an alternate contact name, phone and email of who can provide responsive assistance while the employee is not available.

This does not include phishing, spam, harassing, nonsensical, offensive, or threatening emails or phone calls. No OBD Staff shall feel obligated to respond or engage with people that communicate in any of those ways.

- Phishing: A social engineering attack using email or a messaging service to send messages intended to trick or deceive individuals into taking action such as clicking on a link, opening an attachment or providing information.
- Spam: The abuse of electronic messaging systems to indiscriminately send unsolicited bulk messages.

Peak email and call times during license renewal periods will require an automated email response to ensure each email was acknowledged as hundreds of emails cannot be manually responded to along with other pressing work and demands on a small staff. In addition, there will be times when the telephone needs to go to voice mail due to the volume of calls or the availability of staff. Staff may also be unavailable during board and committee meetings, strategic planning sessions and other important meetings.

Mail

The OBD shall routinely review mail procedures to ensure all paper mail is opened, routed, and acted upon timely, as determined by OBD. The minimum expectation is that US mail received by 2 pm, shall be opened, date stamped and distributed that work day. US Mail shall be processed in a timely manner, and it shall be a priority every day. All outgoing US Mail will be dropped off in the US Post Office outgoing containers daily.

ODB General Email Box

The information@obd.oregon.gov email will be managed and monitored every work day.

Out of Office Auto Messages

All OBD Staff will incorporate uniform components in their automatic replies on email when they are out of office or not responding to emails the next business day or for a planned absence. The generic response shall be similar to this:

***“Thank you for your email. I am unavailable and will respond to emails on [Jan 4.]
If you need more timely assistance please email the OBD at information@obd.oregon.gov or call the OBD during regular business hours at 971-673-3200. Thank you [Jane Tooth, Investigator]”***

The OBD shall establish service level goals for response times. Factors to consider include:

- Staff and resources available.
- OBD key performance measures.
- Complexity of work.
- Accessibility and cultural and linguistic responsiveness.
- Nature of work (i.e. renewal periods).

Customer Service Strategy

The OBD shall develop, document, and maintain a customer service strategy. The strategy shall be incorporated in the next and future OBD strategic plans and shall include:

- Service level goals based on customer feedback received through means such as surveys.
- Data analytics and reporting capabilities to support data-driven decisions.
- Identification of self-service and accessible tools so customers can more readily answer their own questions.
- Identification of root causes of calls and emails and plans to resolve identified issues.
- Communication channels including self-service options when appropriate, while not eliminating live assistance or equitable access.
- Continuous improvement processes to ensure that service delivery is keeping pace with customer expectations and available technology.

Customer Service Support

- The public can access this policy on the OBD Website and the OBD Executive Director is the point of contact for the policy. Stephen Prisby stephen.prisby@obd.oregon.gov
- The process for updating contact information in this policy and on the OBD Website is managed by the Office Manager and other staff. They can be contacted at information@obd.oregon.gov or by calling the OBD Office at 971-673-3200.

Policy Review

The OBD will ensure every new employee has read OBD’s Customer Service Policy and acknowledges it when they begin employment with the OBD, within 30 days of their start date.

The OBD will review customer service survey data at every board meeting, and compare to the results to Legislative mandated OBD KPM customer service goals.

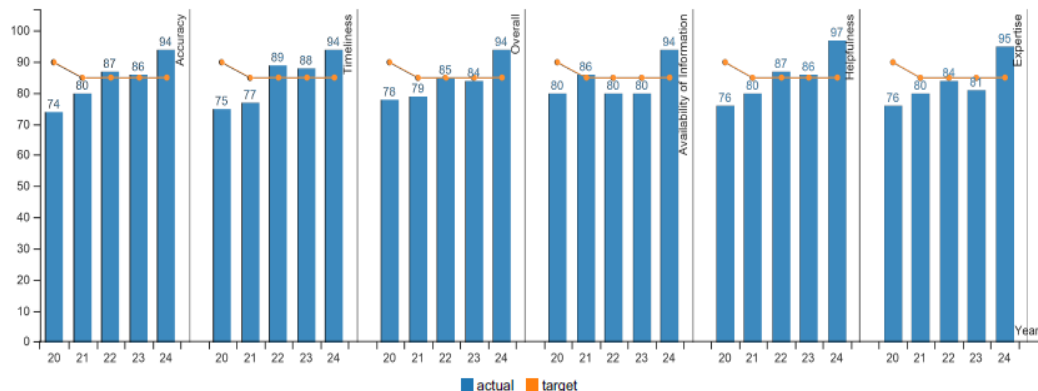
Annually, all OBD Staff will be encouraged to complete Workday Customer Service Training.

Annually, all OBD Staff will review the OBD’s FY annual performance progress report which has the customer service survey data compiled in it.

Annually, the KPM Customer Service Survey Results will be updated with most recent year’s results.

The OBD’s legislatively mandated Key Performance Measures (KPM) includes the Customer Service Survey.

KPM #4	Customer Satisfaction with Agency Services - Percent of customers rating their satisfaction with the agency's customer service as "good" or "excellent": overall, timeliness, accuracy, helpfulness, expertise, availability of information.
	Data Collection Period: Jul 01 - Jun 30



Report Year	2020	2021	2022	2023	2024
Accuracy					
Actual	74%	80%	87%	86%	94%
Target	90%	85%	85%	85%	85%
Timeliness					
Actual	75%	77%	89%	88%	94%
Target	90%	85%	85%	85%	85%
Overall					
Actual	78%	79%	85%	84%	94%
Target	90%	85%	85%	85%	85%
Availability of Information					
Actual	80%	86%	80%	80%	94%
Target	90%	85%	85%	85%	85%
Helpfulness					
Actual	76%	80%	87%	86%	97%
Target	90%	85%	85%	85%	85%
Expertise					
Actual	76%	80%	84%	81%	95%
Target	90%	85%	85%	85%	85%