

CUSTOMER SERVICE POLICY

EFFECTIVE DATE:	March 31, 2025
LAST REVISION:	NEW (this policy will be reviewed annually)
RESOURCES:	DAS Enterprise Customer Service Standards OBMI Customer Service Strategy

POLICY STATEMENT

This policy establishes an internal customer service standard for The Oregon Board of Medical Imaging to ensure quality customer service in all daily operations through equitable, accessible, timely, educated and responsive service initiatives.

PURPOSE

- Ensure universally accessible and responsive communication with Oregonians and Oregon Board of Medical Imaging Licensees and Permit Holders.
- Reinforce an equitable customer service culture throughout the Oregon Board of Medical Imaging that reflects State of Oregon enterprise values and competencies.
- Continuously measure customer service feedback, and apply meaningful solutions, process enhancements, and timely responses.
- Improve customer accessibility through updated methods, procedures, and more efficient communication among staff and stakeholders.
- Prioritizing customer service responses responding to external customer inquiries within a one-business-day timeframe.

APPLICABILITY

This policy applies to all agency employees, Board Members, customers and volunteers.

ATTACHMENTS

OBMI Customer Service Strategy

<https://www.oregon.gov/obmi/Documents/OBMI%20CURRENT%20CUSTOMER%20SERVICE%20STRATEGY.pdf>

DEFINITIONS

Contact Center: A system that coordinates telephone and electronic contacts between the agency and the public.

Customer: Any individual who interacts with a state agency internal or external.

External Customer: Any individual from outside state government who interacts with a state agency.

Customer Facing: State occupied location open to the public.

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

Professional workplace communication: Communication that is timely, clear, and respectful, regardless of the medium of communication.

CUSTOMER SERVICE COMPETENCIES

The Oregon Board of Medical Imaging will foster a Proficient level of customer service delivery consistent with the definition in the [State Enterprise Values & Competencies](#).

Employees with this skill level:

- Ensure quality customer service
- Continually seek ways to improve customer services
- Explore flexible options to meet customer needs
- Understand customer implications of process changes
- Continually seek ways to improve processes for all partners
- Develop and provide flexible options for customers, removing barriers when necessary
- Understand and address customer implications of process changes
- Take appropriate steps to become familiar with relevant policies, develop recommendations if changes are needed, and work to ensure recommendations are implemented

CUSTOMER ACCESS AND PRACTICES

The Oregon Board of Medical Imaging will provide comprehensive customer service in the following ways:

- **Keep all content, staff and departmental contact information, and associated links current on OBMI website.**
- **Promote use of OBMI customer service email and ensure prompt, consistent, and timely responses.**
- **Encourage phone and virtual conversations wherever possible either instead of or in addition to email communications.**
- **Assess readability of web-based material and public facing communications on OBMI website for language clarity and broader understanding.**
- **Ensure accessibility in compliance with the Americans with Disabilities Act and Enterprise Information Service e-Government guidance.**

- Offer a variety of options for all OBMI public meetings and interactions with customers by making phone, video calls, email, virtual meetings and webform submissions available when possible.
- Ensure staff are trained in appropriate and consistent responses to all public inquiries.
- Maintain updated staff contact information on the agency website, including phone numbers, mailing address, operating hours, and instructions for scheduling agency services. Whenever a new staff person joins the agency or an existing staff person departs the agency, the agency will update its staff directory within three (3) business days to reflect updated contact information.
- Post customer service hours (8 am to 5 pm, Monday through Friday) on the agency website and indicate that meetings at the agency headquarters are by appointment only.
- **For planned closures, OBMI places alerts on the website.**
- **For unplanned closures, OBMI follows the DAS policy on Office Closure Policy 60.015.01.**
- Practice professional workplace communication, regardless of the communication medium.
- Provide language and communication options consistent with program customer needs.

CUSTOMER RESPONSE REQUIREMENTS

- **OBMI employees shall, at a minimum, acknowledge receipt of voicemail, text messages, and email (including web messages if applicable) from external customers within one business day. Employees unable to reply within this timeframe shall update their voicemail greeting and external 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.**
- **OBMI staff will review and update website on a quarterly basis and use SITEIMPROVE to monitor for accessibility, quality assurance and correct digital certainty.**
- **OBMI staff will notify agency staff within one business day of receipt when US mail is received that needs follow up.**
- **OBMI's main customer service line is monitored during business hours. Within one business day, external customer messages are relayed to appropriate individuals who follow-up via phone to the customer.**
- **OBMI has a dedicated general email address that is monitored during business hours and emails are responded to or forwarded to the appropriate staff for responses within one business day.**

SYSTEMATIC APPROACH TO IMPROVE CUSTOMER SERVICE DELIVERY

- Identify resources and system needs to support continuous improvements.
- Continuously improve and modernize OBMI's processes to allow for more equitable customer service strategies.
- Continue to identify and implement improvements and processes to enhance accessibility.

- Continuously solicit customer service feedback and use this information to adapt and improve current and future public-facing processes.
- Continue to serve as a responsive partner for customers and policymakers to take on and deliver new programs and services and identify short-term and long-term resource needs to support serving in this role.

OBMI Customer Service Strategy

OWEB's Customer Service Strategy will assist in developing, maintaining and reviewing service processes to ensure established service level goals are met, and exceeded.

Point of Contact

For matters related to this policy, please contact:

Stacy Katler, DVM
Executive Director
Oregon Board of Medical Imaging
Stacy.L.Katler@obmi.oregon.gov
800 NE Oregon St. Suite 1160A
Portland, Oregon 97232-2162
(971) 673-0216

Policy location

OBMI's Customer Service Policy will be publicly accessible on the [OBMI WEBSITE](#)