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SUBJECT ODOT Customer Service Policy	APPROVED SIGNATURE  Travis BROUWER (Feb 3, 2025 18:51 PST)	

PURPOSE

The purpose of this policy is to support Oregon Department of Transportation's (Department) efforts to promote trust in the agency and elevating quality customer service in daily agency 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 agency business partners.
- Reinforce an equitable customer service culture across the agency.
- Continuously measure customer service feedback.
- Continuously drive improvement.

POLICY

Professional Workplace

ODOT will ensure all communications are inclusive, respectful and professional and support the values and mission of Oregon state government and the agency.

Inclusive Customer Access

ODOT shall provide inclusive customer access by complying with:

- State and federal law.
- Enterprise Information Systems' (EIS) [E-Government Guidance](#).
- Agency 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 webform submissions available when possible.

Website Accessibility

Agency websites 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. Agency service levels must be posted on the agency website.

Operating Hours for Customer Facing Offices

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

- Staff and resources available
- Agency key performance measures
- Community needs

Agencies shall post any scheduled closures deviating from an agency's posted hours of operation on all agency communication channels in advance of the closure, including voicemail, website, social media accounts, and shared through a media advisory. For unplanned closures, ODOT shall follow the DAS policy on Temporary Interruption of Employment 60.015.01.

Customer Service Contact Information

All divisions of ODOT will post customer service contact information on the agency website. 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.

Responsiveness

Timely and quality responses to customers are a core element of customer service and an expectation of all ODOT employees. Agency employees shall, at a minimum, acknowledge receipt of all customer communications, whether by voicemail, text message, email, submitted on the web, or by other means, within one business day. "One business day" shall be measured from the time of the original communication; for example, an e-mail received at 2 pm on Monday shall be acknowledged by 2 pm on Tuesday.

Employees unable to acknowledge receipt within this timeframe because they will not be able to access their e-mail or voicemail shall update their voicemail greeting and email autoreply with details about when the employee will return and refer the customer to an alternate contact, including name, phone, and email, who can provide responsive assistance while the employee is not available. An automatic reply or out of office reply is not sufficient by itself to acknowledge receipt, unless it has sufficient information for the customer and is followed by a timely substantive response.

In addition to acknowledging receipt within one business day, employees are expected to provide a substantive response in a timely manner. Programs and customer contact centers should set expectations for timely substantive response in terms of the number of business days. In acknowledging receipt, employees should provide an estimate of how long a substantive response is likely to take. Response time will vary based on the content of the communication. Simple inquiries should be responded to quickly, while more complex issues will take more time. Employees should not sacrifice quality, accuracy, and completeness of response in order to respond quickly.

Employees shall use their best judgement on which communications require an acknowledgement and response. For example, e-mails on which an employee is merely cc'd

or messages from customers who send repeated inquiries that have already been answered or who are verbally abusive may not require a response. This expectation of responsiveness does not include phishing and spam interactions or solicitations from vendors.

Mail

All divisions will ensure all paper mail is opened, routed, and acted upon timely, as determined by each division.

Contact Centers

Divisions with contact centers shall establish service level goals for response times. Factors to consider include:

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

SINGLE POINT OF CONTACT

The agency's single point of contact for matters related to this policy is Travis Brouwer, Assistant Director.

Phone: 503-931-0892

E-mail: travis.brouwer@odot.oregon.gov

AGENCY CUSTOMER SERVICE STRATEGY

ODOT will maintain a Customer Service Strategy that addresses the criteria in the DAS Enterprise Customer Service Policy. This strategy will be available online.

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. Internal customers are generally limited to those who are receiving a service from another part of the agency.

Customer Facing: State occupied location open to the public and where customer services are rendered.

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

Key Performance Measures (KPM): Performance measures designed to improve the efficiency and effectiveness of state programs and services that are proposed by the agency and approved by the Oregon Legislature. ODOT has other performance measures as well that are not approved by the Legislature.

GUIDELINES

<u>RESPONSIBILITY</u>	<u>ACTION</u>
Agency Leadership	Maintain and implement the required Customer Service Strategy. Ensure that all levels of the agency are complying with the policy and effectively implementing the strategy.
Managers and Supervisors	Understand and follow policy. Make sure, by periodic review, the policy is understood by all employees. Take appropriate action, including coaching and accountability measures, with employees who are not following the policy, including responsiveness requirements. Seek advice from a Human Resource Business Partner representative within the region and/or agency regarding questions or concerns and how to properly and promptly address.
All Employees	Seek to provide excellent customer service. Understand and follow policy related to responsiveness.