

		Title: Customer Service Standards	
		Implementation Date	February 25, 2025
Approved:	Jason Barbee, Administrator	Approval Date:	February 25, 2025 <i>Rev. April 3, 2025</i>

## Policy Statement

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The purpose of this policy is to:

- Ensure accessible, timely, and responsive communication with licensees, the general public, and other agency customers.
- Reinforce an equitable customer service culture.
- Continuously measure customer service feedback to improve on OSBEELS's ability to communicate and provide customers with the information and resources needed from the agency.

## Definitions

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**Customer:** Any individual, internal or external, who interacts with the agency or Board. This includes, but is not limited to, licensees, applicants, other jurisdictions, the general public.

**Customer Facing:** State-occupied location open to the public.

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

**Planned Absence:** Time off that has been scheduled or requested in advance, with prior manager approval. Examples include vacation days, personal days, scheduled medical appointments, or time off for a special event

**Unplanned Absence:** Time off taken unexpectedly and without prior notice, typically due to emergencies or unforeseen circumstances. This includes sudden illness, family emergencies, or accidents. Employees are required to notify their manager as soon as possible when taking an unplanned absence.

**Professional Workplace:** An environment that is respectful, professional and free from inappropriate workplace behavior, with mutual respect between and among managers, employees, temporary employees, and volunteers to efficiently and effectively conduct business.

**Professional Workplace Communication:** Messaging that is clear, respectful, and appropriate for the professional workplace. Professional Workplace Communications foster a positive work environment, enhances collaboration, and helps to achieve the agency's goals and mission.

**Phishing:** A social engineering attack using email or a messaging service to send messages intended to trick individuals into taking an 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.

## ***Customer Accessibility***

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OSBEELS provides inclusive customer access by complying with:

- The Americans with Disabilities Act (ADA).
- Enterprise Information Systems' (EIS) [E-Government Guidance](#).

OSBEELS provides for language interpretation and universal communication, as needed.

OSBEELS contact information is located on the footer of each page of the agency's website and also on the Contact Us page at <https://www.oregon.gov/osbeels/aboutus/Pages/Contact.aspx>. Information includes The Staff Directory also includes individual staff contact details (email addresses, phone numbers), and who to contact for inquiries related to licensure, complaints, renewals, or other general questions.

OSBEELS regularly provides 8 hours a day of customer-facing services, with options to schedule meeting with specific staff at certain times.

OSBEELS posts any scheduled and unplanned closures, that deviate from the posted hours of regular operation, on the agency's website and voicemail for the main office number in advance of the closure.

## ***Responsiveness***

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Employees of OSBEELS acknowledges receipt of voicemail, text messages, and email within one (1) business day. Employees unable to reply within this timeframe shall update their voicemail greeting and email autoreply with details about when the employee will return and an alternate contact name, phone, and email of who can help while the employee is not available.

This does not include phishing and spam interactions.

OSBEELS ensures that all paper mail is opened, routed, and acted upon timely. Postal mail is checked Monday through Friday unless there is a closure during the week.

## ***Customer Service Strategy***

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Customer service strategies for OSBEELS include:

- Phone calls and emails will be responded to within one (1) business day.

- Staff will update their Outlook out-of-office message when unavailable for more than one (1) planned day. The automated message will include contact information for another staff member and/or include the OSBEELS general email address that is monitored by the Receptionist.
- Staff will update their voicemail message when unavailable for more than one (1) planned day. The voicemail message will include the dates of absence and when the caller will receive a return call or to call the main phone line.
- The OSBEELS website permanently includes staff and agency contact information. Any changes will be made within three (3) business days.
- The OSBEELS website will be used as the primary outlet if the agency has changes to operations or service.
- OSBEELS conducts a licensee survey each year to gauge staff and communication effectiveness and get feedback on other tools and services.
- Staff are in daily contact with each other. When there are requests or feedback from licensees or stakeholders, staff takes those into consideration and looks at ways to improve services and communications whenever possible.

### ***Expectations***

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An annual survey is sent to OSBEELS customers to monitor performance and to seek valuable feedback for any areas of potential improvement.

For questions or comments on this Policy, please contact Jenn Gilbert, Deputy Administrator at [Jenn.Gilbert@osbeels.oregon.gov](mailto:Jenn.Gilbert@osbeels.oregon.gov) or by phone at (503) 551-0323.