



DEPARTMENT OF THE STATE FIRE MARSHAL

Policy 102 – Customer Service Standards	Revised	-
	Adopted	3/31/2025
<i>Approval Authority</i> <i>State Fire Marshal:</i> <i>Mariana Ruiz-Temple</i> <i>Date: 3/31/25</i>		
Policy Attachments	Required Training Biennial Policy Acknowledgement	
Authority The State Fire Marshal established this policy to conform with DAS Statewide Policy 107-001-040.		

Purpose

The Oregon Department of the State Fire Marshal (OSFM) is committed to providing high quality, accessible, and responsive customer service.

Scope

This policy applies to all Oregon Department of the State Fire Marshal employees.

Policy

1. Oregon State Fire Marshal employees work together to protect people, property, and the environment from fire and hazardous materials. Employees deliver customer service to all Oregonians through prevention, preparedness, response, and regulatory services.
2. Ninety-seven percent of Oregonians live within the state's 300+ structural fire protection jurisdictions. OSFM's core customers include all Oregonians, who are served through cooperative efforts with local fire departments and direct services.
3. OSFM customers also include structural fire departments, with customer service being provided through planning, data resources, and educational materials.

Professional Workplace Communications

4. OSFM will cultivate a professional workplace and provide excellent customer service by striving to follow these standards:
 - A. Answer correspondence (including mail, email, and online messages) with clear, accurate, and timely information. Acknowledgement must be made within one business day.
 - B. Serve people as promptly as possible in all offices.
 - C. Provide current information about programs and services on agency websites.
 - D. Answer telephone calls quickly and offer helpful information.
 - E. Acknowledge receipt of inquiries within one business day and respond typically within three business days.
 - F. Provide regular, timely updates on inquiries that take longer than one week to resolve.
 - G. Whenever possible, make information and services available to everyone, including individuals with disabilities or who request assistance in another language.

Inclusive Customer Access

5. OSFM will provide public access locations, office hours, contact phone numbers, mailing addresses, and email addresses on the agency website. The information will be reviewed at regular web team meetings to ensure accuracy.
 - A. For any scheduled closures that deviate from the posted office hours, the agency shall update the website, reception voicemail, social media channels, and share the schedule deviation through a media advisory.
 - B. For unplanned closures, OSFM will follow State HR Policy 60-015-01 Temporary Interruption of Employment.
6. The website shall also contain information on how to schedule an appointment.
7. OSFM shall provide inclusive customer access by complying with:
 - A. The Americans with Disabilities Act (ADA).
 - B. Enterprise Information Systems' (EIS) [E-Government Guidance](#).

- C. Agency procedure on use of language interpretation for individual communication.

Responsiveness

- 8. OSFM employees will acknowledge receipt of voicemail, text messages, and email within one workday per DAS Policy 107-001-040. This does not include phishing and spam interactions.
- 9. 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 provide responsive assistance while the employee is not available.
- 10. OSFM employees are responsible for ensuring professional workplace communication is maintained during interactions with customers.
- 11. Division administrative specialists are responsible for retrieving paper mail and ensuring it is routed in a timely manner.

Customer Service Strategy

- 12. OSFM is dedicated to serving all Oregonians and visitors by delivering the highest quality customer service. We are committed to continuous improvement by regularly seeking feedback from our partners to ensure we meet or exceed the expectations of those we serve.
- 13. The OSFM customer service strategy is embedded in the agency strategic plan, found on the agency website. The customer service strategy includes:
 - A. Service level goals based on customer feedback.
 - B. Data analytics and reporting capabilities to support data-driven decisions.
 - C. Identification of self-service and accessible tools.
 - D. Identification of root causes of calls and emails and plans to address them.
 - E. Communication channels that include self-service options.
 - F. Continuous improvement processes to ensure that service delivery is keeping pace with customer expectations.
 - G. Continuous identification and measurement of diversity, equity, and inclusion strategies.

14. The agency strategic plan is integrated into the daily operations of each division, ensuring that all employees are contributing toward common goals including customer service.
 - A. Annually, a full review is conducted to evaluate progress toward strategic plan goals.
 - B. Annual reporting on the strategic plan is submitted to the DAS Strategic Initiatives site.
15. The customer service Key Performance Measure will include an annual survey to measure customer satisfaction and to understand the agency's success in delivering quality customer service. Annual targets are established using the previous year's performance.

Training and Compliance

16. All OSFM employees shall review and acknowledge this policy once per biennium.
17. Additional training for staff may be offered to improve customer service performance on an as needed basis.
18. Questions relating to this policy should be sent to the Business Services Director.

Definitions

19. **Customer** – Any individual who interacts with OSFM, internal or external.
20. **Customer Service** – Timely, accessible, equitable, and responsive support-based interactions between OSFM and customers.
21. **Key Performance Measures (KPM)** – Performance measures designed to improve the efficiency and effectiveness of state programs and services.
22. **Professional Workplace Communications** – Exchanges of information that are inclusive, respectful, professional, and in alignment with OSFM's values.