



OSMB CUSTOMER SERVICE POLICY

EFFECTIVE DATE:	February 14, 2025
LAST REVISION:	NEW
RESOURCES:	DAS Enterprise Customer Service Standards OSMB Strategic Plan

POLICY STATEMENT

This policy establishes a customer service standard for the Oregon State Marine Board (OSMB) to ensure quality of customer service through equitable, accessible, and timely service delivery.

PURPOSE

- Ensure accessible and responsive communication with OSMB customers.
- Establish guidance on providing equitable customer service that is consistent with OSMB values.
- Improve customer accessibility.
- Prioritizing customer service response times to external customer inquiries within a 24-hour timeframe.

APPLICABILITY

This policy applies to all agency employees and volunteers.

DEFINITIONS

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: Timely, clear, and respectful communication, regardless of the method of delivery.

Professional Workplace Communication

OSMB staff and volunteers will ensure all communication is respectful, professional and supports the mission and values of Oregon state government and the agency.

Standards for Quality Customer Service

The following standards will be implemented agency-wide to ensure quality customer service is an underpinning of agency operations.

- Staff and volunteers will receive customer service training.
- Customer needs will be prioritized when changing processes, staff availability and means for customers to interact with the agency.
- Develop a culture that seeks out and implements customer service improvements.
- The agency website will have customer service phone numbers, office locations, walk-in service locations, mailing addresses, hours of operation, and instruction on how to schedule an appointment if an appointment is required.
- OSMB will post any scheduled closures deviating from 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.
- Offer a variety of options for all OSMB public meetings and interactions with customers by making phone, video calls, email, virtual meetings, and in-person and web form submissions available when possible.
- The agency Public Information Office will ensure that contact information, and deviations from regular hours, are updated on the agency website.

Inclusive and Equitable Customer Service

To serve all OSMB customers, the agency will comply with:

- The Americans with Disabilities Act (ADA).
- Enterprise Information Systems' (EIS) [E-Government Guidance](#)
- WCAG 2.2 (Web Content Accessibility Guidelines)

Additionally, OSMB will:

- Offer universal communication preferences for all customers by making available phone, video calls, and email available when possible.
- Strive to have all customer-focused printed material available in multiple languages.
- When possible and necessary, use language translation services to communicate with a customer in their preferred language.

Customer Responsiveness

Being available and responsive to customers shall be a high priority for staff. This will be accomplished by maintaining the following standards.

- Regular office hours will be Monday through Friday, 8 a.m. – 5 p.m. unless there is a state observed holiday; building closure; or an exception approved by the Director or their designee.
- The front desk and main phone line (503-378-8587) will be available for customers during regular office hours.
- OSMB staff shall, at a minimum, acknowledge receipt of voicemail, text messages, and email 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. This includes general mailboxes and voicemail that is not associated with a specific employee.

- After an initial customer inquiry, OSMB staff do not need to respond within one business day if they have previously established a different response standard with the customer and that standard is being met.
- If responding to a customer inquiry within one business day creates a legal or staff safety issue, staff should consult with their manager on an appropriate response.
- Staff working in the field, or at events, will arrive on time, prepared to work and act and communicate in a professional manner. If there are unforeseen circumstances that will prevent a staff member from arriving on time, staff should make every effort to notify the customer, or event leaders, that they will be late and notify their manager for assistance in meeting the purpose of the field or event work.
- Mail will be opened each business day and processed in accordance with agency procedures.

Service Goals

The following agency service goals will be used to identify areas where process improvement, technology changes and/or staffing levels, both short-term shifts and permanent requests, will be prioritized:

- Boat titles processed within 60 days to meet the United States Coast Guard standard for temporary issuance of certificate of numbers.
- Outfitter and guide applications processed within 10 business days of receiving all required documentation and fees.
- Boating safety education cards are processed within 10 business days of receiving all required documentation and fees.

Related Material

- DAS Enterprise Customer Service Standards Statewide Policy [107-001-040](#)
- Oregon State Marine Board Strategic Plan/Customer Service Strategy Section

Point of Contact

For matters related to this policy, please contact:

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503-378-2617

Policy location

OSMB's customer service policy will be publicly accessible from the agency's web site.