

# OCCUPATIONAL THERAPY LICENSING BOARD (OTLB)

## Policy On Customer Service

3/31/2025

**Policy Statement:** This policy establishes customer service standards for the Occupational Therapy Licensing Board (OTLB) staff to ensure the highest quality of customer care while enforcing the rules and regulations of the OTLB.

### Goals:

- Ensure universally accessible and responsive communication with the OTLB customers and business partners.
- Reinforce equitable customer service across the agency.
- Continuously measure customer service feedback, and apply meaningful solutions, process enhancements, and timely responses.

**Core Customers:** OT practitioners, board members, and members of the public.

### Definitions:

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

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 OTLB 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 Occupational Therapy Licensing Board will provide comprehensive customer service in the following ways:

- Keep all OTLB website content, staff and departmental contact information, and associated links current. The process for keeping contact information current on the website is adding an item to the New Employee checklist to update the website when a new employee starts their position with the board.
- Assess readability of web-based material and public facing communications on OTLB website for language clarity and broader understanding.
- Ensure accessibility in compliance with the Americans with Disabilities Act and Enterprise Information Service e-Government guidance.
- Post the OTLB public meetings links prominently on the OTLB website, along with instructions on how to attend the public session portion of the meeting.
- Ensure staff are trained in appropriate and consistent responses to all public inquiries.
- Post staff names, titles, phone, email addresses, and addresses on the OTLB website.
- Post customer service hours (8 am to 5 pm, Monday through Friday) on the OTLB website.
- Post address for in-person service, requesting that appointments be made in advance.
- For planned closures, place alerts on the website.
- For unplanned closures, follow 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 customer needs.

### **Customer Service Expectations:**

- OTLB employees shall, at a minimum, acknowledge receipt of voicemail, and email from 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.
- OTLB staff shall review its mail daily and any items that require action will be acted upon within one business day.
- OTLB's staff shall be available by phone daily.
- OTLB shall review its dedicated general email address and respond 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 OTLB'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. OTLB Customer Service Strategy will assist in developing, maintaining and reviewing service processes to ensure established service level goals are met, and exceeded.

### [Customer Service Strategy](#)

**This policy can be accessed on the OTLB website:** [www.oregon.gov/otlb](http://www.oregon.gov/otlb)

**For questions related to this policy:**

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**OTLB Customer service survey:** [otlb.oregon.surveys.com](http://otlb.oregon.surveys.com)