State of Oregon
Oregon Board of Pharmacy

Policy: AD-016	**Customer Service Standards Policy**
Effective Date:	**April 1, 2025**
Applicability:	**All Staff**
References:	**107-00 1-040:** DAS - Enterprise Customer Service Standards Policy
Authority:	**ORS 174.112, 182.124, 352.002**
Point of Contact:	**Gary Runyon, Pharm.D., R.Ph., Executive Director**

1. Purpose:

This policy is to align with the board's mission to protect the public's health, safety and welfare. This is achieved 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 enterprise.
- Continuously measure customer service feedback.
- Continuously drive improvement.

2. Definitions:

- **Customer**: Any individual who interacts with OBOP, including but not limited to licensees, registrants, complainants, respondents, applicants, members of the public, professional associations, credentialing organizations, law enforcement, and others.
- **Customer Facing**: Portland State Office Building (PSOB): a location open to the public, to include but not limited to remote work, phone and Teams communication
- **Customer Service:** The delivery of timely, accessible, and fair interactions with customers. Ensuring that individuals from all backgrounds receive respectful and responsive assistance.

- **Key Performance Measures (KPM):** quantifiable metrics used to assess the effectiveness and efficiency of the agency's activities and programs in achieving policy and organizational goals
- **Professional Workplace Communication:** Clear, concise, and productive communication either in person or by phone, email or fax.
- **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:** Indiscriminately sent and unsolicited bulk messages.

3. Scope:

This policy applies to all employees, contractors, and representatives of OBOP who engage in customer service-related activities, including but not limited to communication via phone, email, mail, in-person interactions and those who engage in customer service strategies, policies and performance processes.

4. Policy:

Professional Workplace: OBOP shall ensure all communications are inclusive, respectful, professional, and supportive of the mission of the agency and the values and mission of Oregon state government and the board. In accordance with DAS CHRO Policy Maintaining a Professional Workplace through building positive relationships with others, communicating in a respectful manner, holding oneself accountable and pursuing change within the system.

- **Inclusive Customer Access:**
  OBOP shall provide inclusive customer access by complying with:
  - The Americans with Disabilities Act (ADA).
  - Enterprise Information Services (EIS) E-Government Guidance
  - OBOP will use resources, when possible and as needed, for language interpretation for individual communication (emails, phone calls, and website information).
  - Facilitate customer communication through a variety of platforms including but not limited to via website, phone, email, mail, and video conferencing. Agency staff will strive to communicate in the customers' preferred format.

- OBOP operates 8:00 AM to 4:30 PM, Monday through Friday. The agency is committed to ensuring customers' needs are met and will reassess the hours of operations at regular intervals.
  Assessments will include:
  - Public needs including but not limited to licensees and registrants
  - Staff and resources availability meeting agency goals (e.g. KPMs)

- OBOP will provide comprehensive customer contact details (phone, location, address, hours, appointments) on its website. Scheduled closures will be communicated proactively via website, voicemail, and media advisory. Unplanned closures will follow DAS policy 60.015.01.
- The OBOP website 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. OBOP service levels must be posted on the agency website.
- This policy will be accessible on our website under the resources section.

5. Responsiveness:

- OBOP employees shall, at a minimum, acknowledge receipt of voicemail, text messages, and email (including web messages if applicable) within one business day. Employees unable to reply within this timeframe shall update their 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 does not include phishing, spam, harassing, nonsensical, offensive, or threatening emails or phone calls. OBOP staff will not be required to engage in communications of a threatening, offensive, harassing or nonsensible nature. Please contact your direct supervisor if you have any further questions or concerns.
- No OBOP staff member shall be required to respond to inquiries that are suspected to be phishing or spam. Staff are required to use phishing tool provided by EIS when it is suspected
    - Phishing: A social engineering attack using email or a messaging service to send messages intended to trick or deceive individuals into taking 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.
- **Mail:** OBOP staff must routinely review mail procedures to ensure all paper mail is opened, routed, and acted upon daily, as determined by the agency.
- **OBOP's General Email Boxes:** The pharmacy.board@bop.oregon.gov, pharmacy.licensing@bop.oregon.gov and pharmacy.compliance@bop.oregon.gov inboxes will be managed and monitored each business day.
- **Out of Office Auto Messages:** OBOP staff must use uniform components in their automatic replies on email when they are out of the office. Employees with approved time off must activate out-of-office email replies, specifying their absence period and a contact person, if possible, for both internal and external communications. The generic response shall be similar to this:

"Thank you for your email. I am unavailable and will respond to emails on [Jan 4.] If you need more timely assistance, please email us at pharmacy.licensing@bop.oregon.gov or call OBOP during regular business hours at 971-673-0001. Thank you [John Doe, Title]"

- OBOP shall establish service level goals for response times. The agency is committed to ensuring customers' needs are met and will reassess response timelines at regular intervals to optimize timely responses.
    - Staff and resources available
    - OBOP key performance measures
    - Complexity of work
    - Accessibility and cultural and linguistic responsiveness
    - Working nature (i.e. renewal periods)

6. Customer Service Strategy:

- OBOP Leadership shall develop, document, and maintain a customer service strategy. The strategy must include:
    - Service level goals based on customer feedback received through means such as surveys.
    - Data analytics and reporting capabilities to support data-driven decisions.
    - Identification of self-service and accessible tools so customers can more readily answer their own questions.
    - Identification of root causes of calls and emails and plans to resolve identified issues.
    - Communication channels include self-service options when appropriate, while not eliminating live assistance or equitable access.
    - Continuous improvement processes to ensure that service delivery is keeping pace with customer expectations and available technology.

7. Compliance:

- Compliance with this policy is essential to uphold the integrity of OBOP's operations and to align with the values of Oregon state government. Non-compliance can hinder OBOP's ability to meet customer service expectations of Oregonians and our business partners, ultimately affecting the agency's mission and effectiveness. This not only supports the agency's goal of providing equitable customer service but also helps maintain public trust and regulatory compliance with federal, state, and agency-specific guidelines. Adhering to these standards ensures that OBOP remains a reliable and accountable agency in the eyes of both the public and the regulatory bodies we serve.

8. Policy Review and Evaluation:

- OBOP will ensure every new employee has read the agency Customer Service Policy and acknowledges it when they begin employment, within 30 days of their start date.

    - The agency will review customer service survey data annually and compare the results to previous KPM customer service goals as a guide to areas of improvement.
    - Annually, staff will be encouraged to complete the Workday Customer Service Training and the agency established customer service training to include but not limited to any subsequent relevant learning opportunities throughout the year.

- This policy will be reviewed annually and updated as necessary to reflect changes in procedures or legal requirements.
- The agency SharePoint Administrator will review and update the contact information quarterly and will utilize software to monitor website activity to ensure we remain up to date and relevant in our ability to provide the best service to the public.

By following these guidelines, we can ensure we can effectively serve Oregonians from the lens of equitable Customer Service Standards. Thank you for your cooperation.