

<b>Oregon Real Estate Agency Internal Operating Policy</b>	<b>No:</b>
<b>Customer Service Standards</b>	<b>Updated:</b> March 26, 2025
	<b>Issued By:</b>  <b>Owner:</b>

## 1.0 Purpose and Scope

The Oregon Real Estate Agency (OREA) is committed to providing accurate, timely and equitable customer service to all internal and external stakeholders. This policy outlines our commitment to responsive communication, service quality, and continuous improvement based on regular customer feedback. OREA will ensure that its operations and service delivery are continuously evolving to meet customer expectations and promote a healthy real estate market.

This policy applies to all OREA staff, including managers, temporary employees, and limited duration employees. All employees will adhere to the highest standards of professionalism, including timeliness, accuracy, and respect in every interaction.

The purpose of this policy is to:

- Ensure universally accessible and responsive communication with internal and external partners.
- Reinforce an equitable customer service culture.
- Continuously measure customer service feedback.
- Continuously drive improvement.

This policy is designed to be implemented with minimal additional resources. Staff are expected to meet these customer service standards while maintaining their regular duties and responsibilities. The agency will continuously evaluate workflow efficiencies to ensure these standards can be maintained with minimal impact to existing resources and operations.

This policy is available on the agency's website at [www.oregon.gov/rea](http://www.oregon.gov/rea). Questions about this policy should be directed to OREA's Communication, Policy, and DEI Director at [mesheal.l.tracy@rea.oregon.gov](mailto:mesheal.l.tracy@rea.oregon.gov).

## 2.0 Definitions

**Customer:** Any individual who interacts with OREA, both internally and externally.

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

**Customer Service:** Timely, accurate, accessible, equitable, and responsive support-based interactions between OREA and its internal and external customers.

**Key Performance Measures (KPM):** Performance measures designed to improve the efficiency and effectiveness of state programs and services.

**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.

**Professional Workplace Communication:** Communication that supports the values and mission of OREA and Oregon state government.

**Spam:** The abuse of electronic messaging systems to indiscriminately send unsolicited bulk messages.

## 3.0 Core Customers

OREA's core customers include:

- Members of the public who are involved in, or have an interest, in real estate, property management, escrow, and land development activities, who are complainants against licensees and registrants, and who make informational requests.
- Applicants for licensure.
- Licensees/registrants, including real estate brokers, property managers, organizations, escrow agents, escrow branch offices, campground brokers, and telemarketing organizations, and residential property wholesalers.
- Developers of subdivisions, condominiums, timeshare estates, and membership campgrounds.
- Attorneys, representing members of the public, licensees, and developers, with questions on the application of law or in matters of a complaint or an administrative sanction.
- Public and private schools offering pre- and post-license real estate courses.
- Professional organizations representing real estate, escrow, property management, home building, land development, timeshares, campground marketing, and real estate educational interests.
- Governmental organizations including local District Attorneys, police, and land planning organizations; the Oregon Attorney General, the Oregon Department of Justice Consumer Protection and Criminal Justice Divisions, State Police,

Oregon 13 Housing & Community Services, Oregon Department of Veterans' Affairs, Department of Administrative Services, and other state agencies both in and out of Oregon; federal HUD, Department of Veterans' Affairs, Farm Home Loan Administration, FBI, FTC, IRS, and other enforcement agencies; and other state and provincial real estate licensing agencies.

- Oregon Real Estate Board members
- Internal customers, including staff receiving accounting, human resources, management, IT services, procurement, and facility management services and interdivisional inquiries.

## **4.0 Professional Workplace**

All communications by OREA managers and staff shall be inclusive, respectful, and professional. Furthermore, communications shall support the mission and values of Oregon state government and OREA.

### **4.1 OREA Mission**

The mission of the Oregon Real Estate Agency is to provide quality protection for Oregon consumers of real estate, escrow, and land development services, balanced with a professional environment conducive to a healthy market atmosphere.

### **4.2 OREA Values**

OREA operates with the following values at the forefront of our daily decision-making as well as long-range strategic planning:

- Equity
- Respect
- Transparency
- Adaptability & Innovation
- Stewardship & Customer Service
- Accountability

### **4.3 Professional Workplace Communication Expectations**

OREA commits to maintaining a professional environment that reflects the highest standards of public service, respect, and effectiveness. Professional workplace communication is fundamental to our agency's mission of serving licensees and the public with integrity and clarity. Whether communicating in person, by phone, email, text or through digital platforms, employees must maintain a professional demeanor that reflects OREA's commitment to public service.

Key principles of professional communication at OREA include:

- **Clarity and Precision:** Communication should be clear, concise, accurate, and free of unnecessary jargon. Whether communicating internally or with external stakeholders, messages should be grammatically correct, use plain language, and break complex information into digestible parts.
- **Respectful and Inclusive Language:** All communications must demonstrate respect for colleagues, stakeholders, and the diverse communities we serve. This includes using language that is professional, culturally sensitive, and free from discriminatory or offensive terminology.
- **Timeliness and Responsiveness:** Prompt communication is critical to our customer service model. Employees are expected to:
  - Respond within established timeframes.
  - Acknowledge receipt of messages when an immediate response is not possible.
  - Provide an estimated time as to when to expect a complete response.
  - Escalate complex inquiries to appropriate staff when needed.
- **Written Communication Standards:** Written communications, including emails, should maintain a neutral, objective tone, include appropriate contact information, and protect confidential information using secure communication protocols.

## 5.0 Inclusive Customer Access

OREA will provide inclusive customer access by complying with the Americans with Disabilities Act (ADA) and Enterprise Information Systems' (EIS) E-Governance Guidance.

We make various communication formats available, such as phone, video calls, email, and webform submissions, for all customers

### 5.1 Contact Information and Service Location

OREA's hours of operation are Monday through Friday, 8:00 a.m. to 5:00 p.m., excluding state holidays.

OREA posts agency contact information on its website. The Communication, Policy, and DEI Director will review and verify all agency contact information biannually to ensure accuracy. This shall include:

- Customer service phone number.
- Office and walk-in service location
- Mailing address
- Hours of operation
- Instructions on how to schedule an appointment

OREA shall post any scheduled closures deviating from its posted hours of operation via outgoing voicemail and the website.

For unplanned closures, OREA shall follow the DAS policy on Temporary Interruption of Employment 60.015.01.

## 5.2 Alternative Languages

Primary service is provided in English and Spanish for public inquiry, with Spanish language support provide by a dedicated staff member in the Regulation Division for the investigation process. Support in languages other than English and Spanish will be provided on an as needed basis through third party translation services.

OREA will regularly assess language needs.

## 5.3 Agency's Website

OREA's 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 in the Responsiveness section of this policy. Agency service levels must be posted on the agency website.

## 6.0 Responsiveness

At a minimum, standard internal and external inquiries received by voicemail, text messages, and email should be responded to and fully resolved within one business day of receipt, not including phishing and spam communications. If the inquiry requires additional research or coordination, an initial response must be provided within one business day with an estimated timeline for resolution. Straight forward inquiries from external customers should be fully resolved within one business days, while complex matters should be resolved within five business days.

	<b>External Inquiries/Initial Response</b>	<b>Non- Urgent Internal Inquiries</b>	<b>Straight Forward Inquiries</b>	<b>Complex Inquiries</b>
<b>Phone Call</b>	1 business day	2 business days	2 business days	5 business days
<b>Voice Mail</b>	1 business day	2 business days	2 business days	5 business days

<b>E-mail</b>	1 business day	2 business days	2 business days	5 business days
<b>Text Message</b>	1 business day	2 business days	2 business days	5 business days

If a resolution will exceed these timeframes, staff must inform their manager and proactively provide updates to the customer.

Employees unavailable to reply within this timeframe shall update their voicemail greeting and autoreply email messages in advance of their absence. The messages should include 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 absent. For unexpected absences where the employee is unable to update their voicemail greeting or autoreply email messages, the employee's manager will contact I.T. for assistance.

OREA shall routinely ensure all paper mail is opened, scanned, and routed in one business day. Recipients of routed paper mail should take action within 2 business days of routing.

## 7.0 Service Level Goals

OREA will establish and maintain service-level goals based on customer feedback, including response time, satisfaction ratings, and accessibility. These goals will be used to continuously assess and improve the agency's customer service delivery.

### ***Response Time Standards***

- **Average speed of answering phone inquiries:** Less than 60 seconds.
- **Voicemail Messages:** Response by next business day.
- **Email Correspondence:** Initial response within one business day.
- **Abandonment rate:** Less than 3% of phone calls.
- **Real-time phone support:** Available during business hours.

### ***Staffing and Coverage***

Primary coverage is provided by four Licensing Specialists, with secondary support from two Compliance Specialists and the Licensing Division Manager.

## **7.1 Operational Considerations**

OREA will regularly assess historical data to predict and prepare for volume fluctuations and end-of-month volume periods.

## **8.0 Performance Monitoring and Improvement**

The Licensing Manager will review customer service metrics for external customers every other week, including:

- Response time compliance
- Customer satisfaction ratings
- Service accessibility utilization
- Common customer issues or complaints

The Communications, Policy, and DEI Director will conduct a comprehensive monthly review of website analytics to identify user engagement trends, content performance, and areas for potential website improvement. They will perform a quarterly content audit to ensure accuracy and relevance of published information. Additionally, the director will attend division meetings to gather insights on communication needs and provide a cross-division perspective on communication effectiveness.

Findings will be reviewed monthly with senior management to identify and implement service improvements.

## **9.0 Customer Service Strategy**

The attached Customer Service Strategy outlines our approach to service excellence across all divisions, detailing service standards, enhancement goals, digital channels, accessibility commitments, and quality assurance processes. The strategy supports our track record of high customer satisfaction while working within existing resources.

## **10.0 Resources**

[DAS Enterprise Customer Service Standards](#)

[The Americans with Disabilities Act](#)

[Enterprise Information Systems' \(EIS\) E-Governance Guidance](#)

[DAS CHRO Policy – Temporary Interruption of Employment 60.015.01](#)

[DAS CHRO Policy – Maintaining a Professional Workplace 50.010.03](#)

## **11.0 Policy Review**

This policy will be reviewed annually by the Communication, Policy, and DEI Director, with input from management, to ensure continued alignment with agency goals, customer needs, and state requirements. Updates will be made as necessary to reflect changes in best practices, technology, or regulatory requirements.