



**Administrative Regulations  
Office of the Mayor**

**Title:** CUSTOMER SERVICE POLICY

**A.R. Number:** 1.3 **Effective Date:** 9/1/2004 **Page:** 1 of 2

**Supersedes:** Customer Service Policy **A.R.:** 1.4 **DATED:** 9/1/2000

**I. PURPOSE**

Customer Service Policy incorporates core customer service expectations and guidelines for individual agencies/departments, according to the customer service statement and standards.

The purpose of the City's customer service policy is to extend customer service roles and performance beyond traditional boundaries to create an organization that supports total inclusion at executive, mid-level and line staff levels for improving and sustaining customer service goals and directives. It provides general guidelines for managing performance around customer service in accordance with City expectations and standards.

**I. POLICY**

The City of Richmond is committed to quality customer service. Therefore, every phase of work and performance will be aligned with meeting the needs of customers and citizens.

**II. PROCEDURES**

**A. Acceptable Work Performance**

Every employee (classified, unclassified, grant-funded, temporary, seasonal and all other individuals doing business for the City) is expected to adhere to the City's statement of its Philosophy, Promise and Guiding Principles when carrying out his/her duties and responsibilities.

Our Philosophy – *“We are all service professionals committed to addressing your needs with a caring attitude every time.”*

Our Promise - We will treat everyone as we wish to be treated, by providing:

- A warm greeting;
- Full attention and a sense of urgency;
- Competent, through handling and follow-up;
- A sincere “thank you.”

Our Guiding Principles:

- Know who our internal and external customers are and understand their needs;
- Focus on community defined needs, recognizing that resources belong to the people;
- Deliver efficient, high quality services in concert with the entire community;
- Ensure equal access to all services with honesty and integrity;
- Respect diversity and community values.

Employees are expected to render effective customer service in all instances and to actively contribute to the success of the City's customer service goals. The City and/or its agencies can recognize employees, who render exceptional customer service.



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**B. Unacceptable Work Performance**

Employees who are unwilling to render effective customer service as established by customer service expectations and performance standards will be subject to disciplinary measures, up to and including dismissal. By way of illustration, but not limitation, the following shall constitute inappropriate customer service behaviors:

1. Justified customer dissatisfaction
2. Failure to project a customer-friendly image
3. Poor responses to internal or external customers

**C. Reporting Procedures**

It shall be the City's policy to assess, develop and monitor the effectiveness of internal and external customer service throughout the City. Each City agency will establish customized plans for improved and sustained quality customer service at two major levels:

1. Communicate the customer service statement to all employees (Our Philosophy, Our Promise, Our Guiding Principles)
2. Incorporate the following work plan components:
  - a. Core customer service performance standards for the City of Richmond.
  - b. Specific customer service performance and operating standards (telephone etiquette, written, verbal and non-verbal customer responses, handling of customer requests) for agencies.
  - c. Training and development plans for the attainment of knowledge and skills to achieve desired core and agency specific customer service results.
  - d. Written performance evaluations of customer service plan results at individual, team and agency level. Performance evaluations at least every twelve months.

**III. REGULATION UPDATE**

The Office of the Mayor shall be responsible for modifications to this regulation.

**APPROVED:**

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**MAYOR**