



Prince George's County Government Administrative Procedure 226 Attachment C Agency Front-Facing Customer Service Guidelines

GUIDELINES FOR CUSTOMER SERVICE EXCELLENCE

Agency Appointing Authority or Designee: Below are guidelines for customer service best practices.

In order to create a customer service process, guidelines and feedback are essential. Here are some key areas for your agency to consider.

The County depends on one another to process requests in a timely manner. Here are some guidelines to consider for internal communication:

a. Turnaround for Electronic Correspondence

- i. All email and Teams messages should be responded to within 24 hours, ideally by Close of Business (COB) the same day.

b. Teams Status Messaging

- i. During working hours, each team member's status should remain Available, Busy, Be Right Back (BRB), Do Not Disturb (DND), Appear Away, but never offline during working hours.

c. Lunch Status Updates

- i. To help differentiate between actual busy periods and lunch times, change status to appear away and set duration status for length of lunch period (30 minutes to an hour).

What Customer Service Looks Like

- Appointing Authorities are to ensure that all areas with front-facing customer service is staffed to meet customer needs.
- Employees must prioritize customer coverage over breaks and lunch times. If employees are out or not available, this reflects poorly on our mission of service to our customers.
- Expect employees place personal conversations on the backburner and focus on the customer. No matter the position in County government, your priority is the customer and mission.
- Again, **telework days should be dispersed throughout the week**, so that there is full coverage for customer service and an SME to address specific questions.

Here are some guidelines to ensure consistent and positive customer experiences:

- a. **Develop a Frequently Asked Questions (FAQ) hot sheet**, so that anyone performing front-facing customer service can quickly answer FAQs.
- b. **Schedule at least two front-facing representatives per day on an overlapping schedule**, so that when one is busy or on lunch break, the other can continue to take calls and serve customers.
- c. **Create a Customer Service Desk/Center** where walk-ins can have general questions addressed by Customer Service with the FAQs and know who to call or reach via Teams that is the subject-matter expert.
- d. Your agency should have designated appointment times and greater coverage for hours that are walk-ins. This



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should be communicated on your website and through email transmission.

- e. **Make sure that each front-facing employee knows how to use their AVAYA number.** Employees can program AVAYA to forward work calls straight to their phones when teleworking.
- f. **Make sure that employees understand to always use their Virtual Private Network (VPN)** when not operating on Prince George's County Wi-Fi or ethernet.
- g. **Employees will work to solve customer problems** and not forward them to another department, organization, unit, or agency, unless a Subject Matter Expert does not reside in that department.