

Environmental Management (EM) Division Customer Service Framework



The **EM Division** Customer Service Framework builds upon the Wisconsin DNR’s existing objective of service excellence and ensures that all EM division staff are aware of, and take responsibility for, customer service. **This is a summary of the full document.**

Wisconsin DNR core competencies of service excellence (the elements of successful customer service)

- Timely
- Responsive
- Informative
- Collaborative
- Dependable
- Effective Decision Makers

EM Division competencies for service excellence

- Problem Solving
- Information Requests
- Communication
- Regulatory Assistance



- ① Return all customer inquiries promptly
- ② Listen to customers, learn about their situation and seek to understand their point of view
- ③ Be proactive in reaching out to customers about potential issues
- ④ Always work to resolve issues for businesses and individuals that meet shared expectations as we work together to ensure protection of human health and the environment
- ⑤ Teach and share knowledge with customers and invite them to participate in developing customer-driven solutions
- ⑥ Communicate as often as needed to ensure both staff and the customer are always on the same page and creating value as we work together to protect the environment
- ⑦ Make decisions based on the law, sound science, and common sense
- ⑧ Build and maintain relationships with a wide variety of customer organizations.

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Customers have a right to expect that...

FOR MEETINGS, HEARINGS AND OPEN HOUSES

- They will be given reasonable advance notice of meetings
- Meeting notifications will contain accurate information (date, time, place, point of contact, telephone number, and directions)
- They will be informed of schedule changes or cancellations prior to the meeting.
- Agendas will be available and distributed in advance of the meetings
- Meetings will start on time and end on time.
- Meetings will be organized, run efficiently (proper equipment and handouts), and conducted in a professional manner
- Where possible, provide an opportunity for participants to join the meeting through remote access, such as Skype or GoToMeeting, in which case it is important to ensure that documents are available electronically
- Reasonable accommodations will be made to assure accessibility and participation for people with disabilities or special needs, e.g., elderly people, people with children, etc.
- Security will be provided at meetings involving sensitive issues as determined by department leadership after consultation with law enforcement

FOR ALL CUSTOMER INTERACTIONS

- They will receive courtesy, respect, honesty, and professionalism from our staff
- That staff will listen to their request/question, ask for clarification if necessary, and provide complete, knowledgeable, precise information regarding their inquiry
- That staff will provide accurate information concerning the issue, whether it is a regulatory process or other requirement

WRITTEN CORRESPONDENCE

(e.g., letters, memoranda, emails & faxes)

- Information regarding their inquiry is complete, accurate, and concise
- They will receive a timely response to their request or an interim communication explaining the delay. A timely response for email is within 2 business days, whenever possible, and within ten business days for letters
- All emails will contain a subject line clearly identifying the issue and purpose, and the department-approved signature block template with icons (i.e., no quotes, quick response codes, URLs, etc.)

FOR TELEPHONE CALLS

- Telephones will be answered promptly, whenever possible.
- Calls will be answered in a courteous manner
- Staff will listen and understand the nature of a request before answering or, if necessary, transferring a call. If a call comes in while staff are covering for another person's absence and they don't know the answer, staff will explain that they are covering and offer to take a message or transfer the call to voicemail
- Staff will, before transferring a call, provide the caller with the other person's telephone number and give them the option to forward or call at a later time
- Callers will receive acknowledgements of their voicemail messages within 24 hours on regular business days.
- Outgoing voicemail messages will be kept current and voicemail messages will alert the caller on days that the department is closed
- Outgoing voicemail messages will give at least one optional telephone number to call when staff are out of the office
- Staff will try to avoid unnecessary delays in responding to a request.
- All incoming telephone calls will be answered with a consistent greeting such as "Thank you for calling the Department of Natural Resources [program], this is [staff name], how may I help you?"
- Staff will leave their full name, working title, telephone number, and time available when leaving a message

IN PERSON – in an office

- They will be greeted with a timely, courteous acknowledgement, such as eye contact or a positive indication that the staff person knows they are there, especially if the staff person is on the telephone or with another customer/employee

IN PERSON – in a field location

- When a landowner or business representative approaches an employee who is doing work in the field, staff will identify themselves as a department employee and why they are there
- If a question pertains to an area outside of the employee's scope of duties or department, the employee will explain it is outside of the scope of their duties, and will provide the individual with a contact or record the individual's contact information and provide the question to the correct contact person



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A number of feedback opportunities are available to customers who interact with EM Division staff. Staff are encouraged to obtain feedback from customers to assist in our review and improvement of policies, procedures, and services. Some methods for obtaining customer feedback include:



- Requesting feedback after providing service, such as issuing permits, conducting compliance inspections, or providing regulatory assistance.
- Receiving an unsolicited compliment or complaint.
- Receiving responses from the DNR Customer Service Survey that is attached to all outgoing emails.
- Using EM Division Study Groups to get feedback on policies and services provided by the programs.



Ongoing development of staff’s customer service knowledge and skills is critical to the delivery of excellent customer service. There are several online customer service courses available to staff.

- Customer service in the field** Customer service leadership **Writing customer service emails**
- Customer service: servicing internal customers **Conflict management** Writing formal business letters and emails **Interpersonal communication**