



City of San Diego
Parks and Recreation Department

Basic Service Delivery Practices

The City of San Diego places a great emphasis on delivering high quality customer service to all of our customers— whether they are internal or external. Please consider these industry best management practices when working with your customers. Good customer services benefits everyone, from the customer to you!

In Person Contacts

- Greet customers promptly, and in a friendly manner, even if you are working with someone else when they walk in.
- Make eye contact and let them know you will be right with them.
- Be aware of your appearance, your body language, the neatness of your work attire, and your working space. People often form their first opinion of whether or not you will be able to assist them based on what they see.

Phone Contacts

- Answer the phone by the third ring.
- Answer with a friendly greeting, including your first name, department, and standard greeting.
- Do not listen to the radio, read e-mails, eat, or engage in any other distracting behavior when assisting a customer.
- Do not hang up on anyone unless the caller is abusive. In that instance, warn the caller that you will disconnect the line if the abuse continues.
- When a customer calls the wrong number, find the correct number for them, or refer them to Citizen's Assistance.
- Make an effort to return voice messages with 24 hours.

Email Contacts

- Attempt to respond to emails within 24 hours, or the next business day.
- Include a greeting, closing, and contact information.
- Be conservative, and to the point.
- Edit, proofread, and spell check before sending an email.



The City of San Diego



CUSTOMER SERVICES DEPARTMENT
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Basic Service Delivery continued...

Difficult, Emotional, or Angry Customers: HEAT Method

- **Hear them out**, let them vent. Remember they are upset with the situation, not with you. Control your first reaction to be defensive.
- **Empathize**. What if this situation happened to you, your mom, or your best friend?
- **Ask and answer questions**. Active listening will help you get to the core of the issue quickly, while showing the customer you are trying to help.
- **Take responsibility** for assisting the customer.

All Customer Contacts

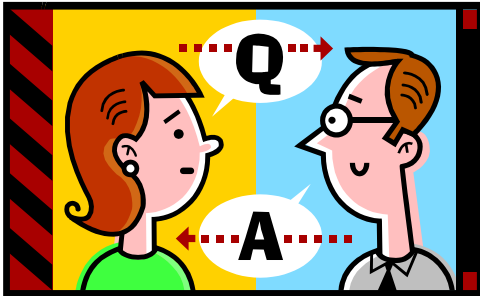
- Be courteous, pleasant and patient.
- Ask questions, and listen for clues that will help you find the right answer. Our customers do not always know which questions to ask, or which key words to use.
- Give the customer your full attention.
- Assist customers quickly.
- Use your department's website, especially any Frequently Asked Questions, so that you are familiar with the services offered.
- Do not end customer interactions with "I don't know." Help find the answer for them. Resources include team members, supervisors, desk manuals, the City website, and the Government Listing in the white pages.
- Be sincere in your desire to assist your customer.
- Thank your customer for bringing the issue to your attention, or for contacting the City, at the end of the interaction.
- Give the customer options if you can. If the answer is no, focus on what you can do.
- Treat everyone with respect.

H.E.A.T Method



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