



# CUSTOMER SERVICE FRAMEWORK

In alignment with our values, the City of Aspen strives to provide an exceptional public service experience by empowering and entrusting our staff to be friendly, comprehensive, and equitable in every interaction.

## CORE STANDARDS

*How Can We Help?*



# AUTHENTICITY



## COMMITMENT

“We draw on the strength of our individuality to approach customer interactions with a genuine desire to help.”

### EXPECTED BEHAVIORS

- Be a representative of the city while feeling empowered to be yourself at work.
- Embrace positivity whenever possible.
- Value the collective power of originality.

### ESSENTIAL CONSIDERATIONS

- How can you balance your authentic self with professional workplace expectations such as dress, language, and behavior?
- How can you embody these standards, and the city values, while staying true to yourself?

# ANTICIPATION



## COMMITMENT

“We value our customers by preparing for inquiries and requests before they arise.”

### EXPECTED BEHAVIORS

- Proactively initiate contact with customers.
- Ensure that customer service needs are considered in all roles.
- Act as a representative of the entire organization and its values, not just your department or position.

### ESSENTIAL CONSIDERATIONS

- How does your team plan for customer service coverage when key support staff are working remotely or out of office?
- Can your services be made available through different mediums to ensure accessibility for all customers?
- What does a proactive customer greeting mean for your role?
- How can staff in all roles be prepared to handle common departmental service requests?
- What training or cross-training do staff in various roles need to best support each other?
- Is there a second person available for escalations if necessary?

# ENGAGEMENT



## COMMITMENT

“ We listen and respond to the unique needs of each customer through sincere and courteous communication. ”

### EXPECTED BEHAVIORS

- Approach every customer interaction with transparency and empathy.
- Actively listen, then act.
- Offer to help regardless of whether it is your responsibility.
- Act as an advocate for customers and their needs.
- Consider how to personalize your response to the specific needs of the customer.

### ESSENTIAL CONSIDERATIONS

- Does your body language convey the same message as your words?
- Does the customer have your full attention?
- Are you allowing them the opportunity and space to communicate their concerns?
- How can you recognize situations where you listen vs. de-escalate?

# CONSISTENCY



## COMMITMENT

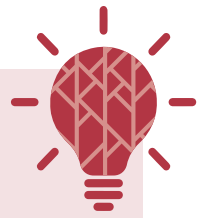
“ We balance the desires of individual customers with the expectations of the community. ”

### EXPECTED BEHAVIORS

- Provide timely and time-bound responses to every inquiry.
- Confirm that the customer understands the why behind decisions that affect them.
- Ensure that staff responds similarly to comparable requests.
- Consider the consequences of precedence when exceptions are made.
- Be sure to treat everyone fairly and consistently.
- Remember that all requests from customers are important to them and should be treated as such.

### ESSENTIAL CONSIDERATIONS

- How can you ensure you're not the only person who knows the answer in the organization?
- Do you and your colleagues respond similarly to comparable requests?
- When should you pull in a coworker or supervisor to provide a second voice with a consistent response?
- Can you show customers documentation justifying your response?



# ACCOUNTABILITY

## COMMITMENT

“We provide accurate information and appropriate resources to help our customers with solutions to their inquiries.”

### CORE STANDARDS

#### EXPECTED BEHAVIORS

- Take responsibility to ensure the customer's needs are met.
- Act as a team and don't make excuses or blame others.
- Admit when you don't know the answer and bring in a colleague who does.
- Know when it is time to ask for help.

#### ESSENTIAL CONSIDERATIONS

- Would you be satisfied with the response you are sending if you were the customer?
- Have you ensured the information you are providing is accurate and comprehensive?
- If a request is not feasible, can you provide alternatives that are?
- Can you cross train with other departments to better provide solutions to common concerns?
- How can you be sure you have fully addressed the customer's concern?

## ABOUT THE FRAMEWORK

The customer service framework is a component of the City of Aspen's North Star program which outlines the City's priorities and strategic direction and is driven by our values.



**SERVICE:** We serve with a spirit of excellence, humility, integrity, respect

**PARTNERSHIP:** Our impact is greater together

**STEWARDSHIP:** Investing in a thriving future for all by balancing social, environmental, and financial responsibilities

**INNOVATION:** Pursuing creative outcomes, grounded in Aspen's distinctive challenges and opportunities