

## CITY OF MARSHFIELD, WISCONSIN POLICIES AND PROCEDURES

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CHAPTER: Customer Service

SUBJECT: Response to Customer Concerns

POLICY NUMBER: 1.310

PAGES: 2

EFFECTIVE DATE: May 24, 1994

**REVISION DATE:** 

PERMANENT DELETION DATE:

APPROVED BY: Mayor Richard Daniels

 ${\tt DEPARTMENTS\ OF\ PRIMARY\ RESPONSIBILITY: Common\ Council\ Members,\ Mayor's\ Office,}$ 

City Administrator's Office

Special Notes: This policy/procedure manual does not in any way constitute an employment contract and the City of Marshfield reserves the right to amend this manual at any time subject only to approval by the Common Council.

## I. Policy Statement

All Marshfield residents and transient guests are customers of City services. The satisfaction of our customers is largely determined by our responsiveness to their concerns

In a publicly-held corporation such as municipal government where the operating principles and policies, service levels, service priorities, and resources are determined through a public (not private) process, it is impossible to concurrently meet all expectations of all customers.

Nevertheless, our customers have a right to expect that their concerns are heard, considered, and if possible, acted upon in the most timely manner possible.

## II. Procedure

In situations where the customer contacts members of the Common Council, the Mayor, or the City Administrator:

- A. The Customer Service Form (attached) is the primary means by which customer concerns are recognized and dealt with in an orderly manner.
- B. When a customer contacts an alderman, the Mayor's Office, or the City Administrator's Office about a concern, the Customer Service Form shall be filled out as completely as possible by the person hearing the concern.
- C. Upon completion, the form shall be forwarded to the Mayor's Office. When a form is completed by an alderman, he/she shall retain a copy for his/her records.
- D. Upon receipt of the form by the Mayor's Office, the form shall be logged in and given a unique number that will be used to track the City's response through the ensuing process. A copy shall be given to the City Administrator who shall forward the concern to the appropriate department/agency for follow-up.
- E. It is expected that departments/agencies shall make an initial contact with the customer within forty-eight hours (excluding non-business days), and that other appropriate responses will be made as soon as possible.
- F. A copy of the response to the customer shall be forwarded to the City Administrator (if the responding department is directly responsible to the City Administrator on a day to day basis) or to the Mayor (in all other cases). The City Administrator shall provide a copy of the City's responses that are filed with him to the Mayor.
- G. The Mayor shall do a follow-up visit with the customer three weeks after the concern is initially logged in. He/she shall determine whether appropriate contacts were made by the City department/agency; how the concern was addressed; and how the customer was handled. The Mayor shall report such findings to the City Administrator, who will route the follow-up report to the appropriate department/agency.
- H. Records of all customer service concerns shall be retained on the computer by the Mayor's Office for a period not to exceed eighteen (18) months.

<u>CAUTION</u>: The Customer Service Form is not intended to substitute for the Claim for Damages Form, which is obtained from and filed with the City Clerk's Office and has another purpose.

CITY OF MARSHFIELD CUSTOMER SERVICE FORM NO. Customer's Name Address Phone (Day) (Night)	
Concerns/Recommended Solutions (please be specific)	
Customer Signature (Circle if called in)	Date
Alderman Signature	Date
Office Use Only	
RESPONSE TO CONCERN	
Routed To:	
Comments/Response (include all dates and forms of contact)	

Signature of Respondent

White-Mayor\_s Office Yellow – Respondent Pink - Alderman