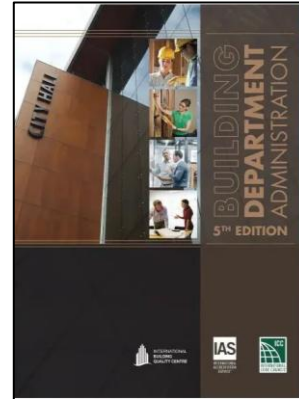




2021 CBO Management Question Of The Week

One of the most important elements in making the public counter more pleasurable for customers is _____.

- A) public education
- B) a reasonable permit fee schedule
- C) signage relating to the hours of operation
- D) an organized information counter



The two most important elements in making the process more pleasurable for both building department employees and customers are public relations and public education. Volumes have been written and lengthy classes have been developed to provide training for good customer service. In most instances, the advice is fairly simple: Be friendly and accurately educate your customers so that they know what is expected of them. Explain why certain procedures are necessary. If a procedure cannot be totally justified, why is it being done? Is it a legal requirement, or is it something that was developed in the department? If it was developed in the department, is the reason behind the

DID YOU KNOW?

Great customer service is often simple: be friendly, be respectful, be helpful, be prompt, provide accurate information and keep the promises you make to the customer.

requirement a good one or is it based on a 20-year-old and long-forgotten rationale without any basis for continuation? Explaining procedures to the public is extremely important. Governments have a reputation for doing things “just because.” If customers can be given the reasoning behind certain procedures, they are more apt to be cooperative. In effect it is an “internal evaluation,” and it should occur before a procedure is finalized and dictated to the customer.

Who are typical building department customers? Many are repeat customers such as builders, contractors, tradespeople and design professionals. They visit other jurisdic-

tion.