



RUSSELLVILLE FIRE DEPARTMENT  
POLICY MANUAL

Policy Number:  
Section:  
Original Date:  
Revised Date:

## PURPOSE

To develop and implement a comprehensive Customer Service program, focusing on both the internal and external customers that are potential recipients of the services provided by the Russellville Fire Department.

All personnel have the responsibility to understand and follow this policy

## POLICY

Our mission and number one priority is to deliver the best customer service possible. Our members are responsible for the following as it relates to customer service:

1. Treat all customers with respect, kindness, patience and consideration. We will respond quickly, skillfully, and positively to every customer.
2. Deal with the customer's situation as an urgent event, from the time we know about it until it is over.
3. Identify and act on opportunities for added value. Added value occurs when we go beyond our standard quick, effective, professional, customer service to create a feeling that the customer was the most important person we served all day. Added value only requires a little extra effort and leaves our customer with the opinion that we care.
4. Provide exceptional customer service, whenever possible. The Russellville Fire Department delegates official authority and trusts its members with the power to provide customer service to the level of their abilities and imagination. A member's evaluation as to whether or not they are empowered to provide exceptional customer service is determined by:
  - a. Is it the right thing for the customer?
  - b. Is it the right thing for the department?
  - c. Is it legal and ethical?
  - d. Is it safe?
  - e. Is it on your organizational level?
  - f. Is it something you are willing to be accountable for?
  - g. Is it consistent with our department's values and policies?

If the answers to these questions are yes, then don't ask permission. You are empowered to provide exceptional customer service.

5. Create and sustain a positive public image:
  - a. Follow Russellville Fire Department Standard Operating Procedures.
  - b. Be professional at all times.
  - c. Give the customer your undivided attention.
  - d. Take a moment (when appropriate) to educate the customer(s) about what we do and why we are doing it.

Approved

Fire Chief

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In addition to the above, Company Officers and Command Officers are responsible for the following:

1. Provide a work environment in which exceptional customer service and added value are the result of a refined system where members are empowered to operate between the lines to provide caring service with both quality and value.
2. Basic organizational behavior must be customer oriented.
3. Invest in human resources by keeping customer service a part of an ongoing development process.
4. Take responsibility for themselves and their subordinates and expand authority in others.
5. Maintain and enhance the Russellville Fire Department's regional commitment and consistency in the execution of professional services and customer satisfaction.

### **Operational Information**

The organizational benefits of providing exceptional customer service, with added value, are numerous. Benefits include:

- It saves lives and property
- Builds positive relationships and trust within our membership
- Builds positive relationships and trust in our community
- Secures and maintains adequate resources and benefits
- Positive job satisfaction
- Places us in the best position to compete
- It eliminates bad press, liability, and extra paperwork
- It's the right thing to do

Approved

Fire Chief

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