



CORDELIA FIRE PROTECTION DISTRICT

STANDARD OF CUSTOMER SERVICE

This document represents the standard of customer service to be provided to our internal and external customers by the first responders of the Cordelia Fire Protection District

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The Cordelia Fire Protection Districts' Standard of Customer Service is defined as the continuous rapid response and delivery of all services through professionalism, integrity and respect

INTRODUCTION:

The Cordelia Fire Protection District was established in 1918 to defend lives and property from the destructive forces of fire. Our members, through hard work and dedication, have built an unmatched legacy of service and professionalism. The core of our strength comes from our members' fundamental execution of excellent customer service, high professional standards and our personal pride.

Members of the Cordelia Fire Protection District are held to a very high standard, but the highest standard of service is the one we have set for ourselves. The membership of the Cordelia Fire Protection District expects unyielding professionalism and personal accountability in every aspect of our performance. These represent the most distinguishing factors related to our perpetual commitment to excellent customer service.

As it relates to our Standard of Customer Service, our position in the Cordelia Fire Protection District is irrelevant. Our customers see the highly recognizable uniform that immediately identifies us as members of the Cordelia Fire Protection District. Though our names and ranks are on the front of our uniforms, we are perceived as one. As a whole we are respected, trusted, admired and identified by our uniforms, our vehicles, and the manner in which we serve. As a member of the Cordelia Fire Protection District we are indistinguishable to our customers. That is why we are expected to be on the same page when it comes to our actions and behaviors. Collectively we have been entrusted to serve and protect our community and we answer this calling in a variety of ways.

Our conduct both on and off duty must be exemplary. Members of the Cordelia Fire Protection District hold themselves to a higher standard. A single misstep by a member tarnishes the reputation of us all. Failure to comply with the Cordelia Fire Protection District's Standard of Customer Service will not be tolerated by the community we serve, our leaders, or each other. Clearly, the firefighter is the most recognizable member of our workforce. Their commitment

and sacrifice is honored and valued. In many cases our customers identify members of the Cordelia Fire Protection District as firefighters. Our organizational membership includes a variety of professionals who work together to achieve our mission. We take great pride in all of our work and our united standard of excellent customer service.

PURPOSE OF THIS GUIDE:

The purpose of this document is to clearly identify the *Cordelia Firefighters' Standard of Customer Service*. In addition, this document will help reinforce and establish our ongoing organizational mission; *we, as members of the Cordelia Fire Protection District, dedicate our efforts to provide for the safety and welfare of the public through the preservation of life, health, property and the environment.*

As employees of the Cordelia Fire Protection District, our ultimate customer service goal is to provide the best possible service to the citizens of Cordelia. We have a personal, professional, and contractual obligation to be physically and mentally ready every time the alarm sounds. All members of the Cordelia Fire Protection District understand and embrace this mission.

Our profession is complex; however, the bottom line is always customer service. A positive attitude is a must because every call for service is very important to the person who called.

Each dispatch is an opportunity to interact positively with the public. The experience should result in a satisfying resolution for the person who called. Although we may not be able to solve every problem, we should make an honest, good faith attempt, utilizing all of our resources to assist each person who calls.

The public trusts Cordelia Firefighters with their lives and property. Our customers rely on us to always do the right thing. This is a relationship dynamic that we must continually honor by maintaining our high standards, integrity and ethics.

As we make various decisions throughout our career, we should frequently ask ourselves if it upholds the *Cordelia Firefighters' Standard of Customer Service, and if the answer is no, don't do it.*

THE DUTIES OF CORDELIA FIREFIGHTERS:

Our future as a provider of many critical services is dependent on our ability to recognize and implement positive change.

The Cordelia Fire Protection District was initially formed only to extinguish fires but we have changed vastly over the years to adapt to the needs of the public. We adopted the responsibility of providing Emergency Medical Services, which was a major improvement in our service delivery. The Cordelia Fire Protection District system of providing Fire-Based Emergency Medical Services is extremely effective and efficient. As Emergency Medical Technicians and Paramedics we have the potential to save lives every day.

The Cordelia Fire Protection District will always be charged with the protection of lives and property from fire. Each year we handle hundreds of emergency calls. Effective fire suppression begins with notification and ends with extinguishment. As Cordelia Firefighters; we will risk our lives a lot to save savable lives. We will risk our lives a little to save savable property. We will not risk our lives at all for lives and property that is already lost. Every member of the Cordelia Fire Protection District is a participant in fire protection directly and indirectly. Fire protection of the Cordelia area is our responsibility and we have built an exceptional system and have employed outstanding people to handle it.

In most cases it takes our crews about four minutes to reach the scene of an emergency. That places us in a unique position where we are principle safety net for our citizens. Emergencies may occur at any time during our shift. It does not matter if we are doing physical training, inspecting hydrants or returning to quarters from another emergency. Cordelia Firefighters respond safely and quickly, anytime, day or night.

It is our responsibility to arrive on the scene with a positive attitude and deliver fast, safe, professional service. This is our charge as defined by the Fire Chief, Board of Directors, and citizens of the Cordelia area. Every single one of our members is expected to comply with this ongoing standard of customer service throughout their careers.

Our primary function is Fire Protection and Emergency Medical Services; however, we are called to perform a variety of tasks, some of which represent the best example of government innovation and efficiency. Occasional, our various customers' encounters present an opportunity to simply do "what is right" and we are empowered to do so.

Professionals don't judge these encounters in level of importance. Professionals arrive ready, willing and able to assist in any endeavor, large or small, that we are called upon to help. While we proudly wear "Cordelia Fire Protection District" on uniform shirts we serve in many other roles. It is crucial that we understand that we must be many things to many people and the services we provide cover a very broad range.

The Cordelia Fire Protection District is continually exploring innovative and efficient opportunities to serve and protect the citizens of our community.

When there is a major fire, people trapped at an auto accident, or a child drowning, we perform and function under very stressful conditions. Firefighters are expected to hustle to the engine, safely respond and deliver our problem-solving services with great skill. As professional members of this organization we provide quality service on every emergency incident and with each customer encounter.

It is the consistent performance on every dispatch, shift after shift, which defines us as professionals. Because of the volume of calls we respond to, we are resilient in our performance and commitment to customers. ***Each call is important:*** we must perform every single time.

Always remember, we provide a various services extremely efficiently. Our customers have high-expectations but our expectations are higher. Our customers are always watching us with great respect. What we do is admired but it is also subject to the scrutiny of our customers, those observing our response and treatment, government officials, our supervisors and our peers.

OUR CUSTOMERS:

Viewing those who receive our services as customers is simple, but was once a major cultural change. An important aspect of customer service is compassion. Our compassion and empathy are vital traits that allow us to find the right approach and treatment for the people we assist. Our organization is in the business of helping people.

Defining our customers is not complex; anyone we encounter fits the definition of a customer. Our customers are both external and internal; they are the individual who dials 911, hospital staff, law enforcement officers and our co-workers. *Everyone we encounter is our customer.*

Prejudice and intolerance is not acceptable in the Cordelia Fire Protection District

Our treatment of the public begins with how we treat each other. Each of us will be treated with dignity and respect. In turn, we have an obligation to treat others with the same dignity and respect. It is our diversity that makes us so capable and successful at serving the public. It is our guiding principles to “be nice” to each person we encounter regardless of their ethnicity, socioeconomic status or demeanor.

We respond to hundreds of calls each year. The people who call us with their problems are our work. Our customers trust us with their lives and the lives of the people they care about. Our customers are the reason we continually train, stay fit and polish our skills as public servants and emergency responders.

On average, each call we respond to is viewed by the person who called and two or three friends, relatives or bystanders. In a span of three to four years, nearly every person in our district will receive assistance or view us treating a patient or observe our actions at a fire or other emergency. That places us in a truly unique position to educate the public through our appearance, attitude and actions.

It is easy to do the right thing when we remember to treat everyone as we would like to be treated. Kindness, patience, compassion and consideration go a long way toward strengthening our ties to the community and each other. People have long memories and we will make those recollections positive.

OUR CUSTOMERS' NEEDS:

Defining our commitment to our customers allows us to provide useful input when decisions are made regarding board actions. Our Board of Directors depend on us to monitor the community and respond appropriately by forecasting and providing solutions to future needs.

It is our duty to be proactive. We provide a number of critical services to the most vulnerable of our citizens. We risk our lives to save our customers' homes and businesses. Our Firefighters protect the youth of Cordelia by teaching safety behaviors in schools. We have increase the survival rates of heart attack patients by learning and using state-of-the-art equipment, medications and the latest cardiopulmonary resuscitation techniques.

Each visit inside a customer's home is an opportunity to check the batteries in smoke detectors. The Cordelia Fire Protection District provides pertinent, timely information for the public through various forms of media. The importance of firefighting and emergency medical services will continue and we will embrace opportunities to learn new skills and deliver appropriate service. We have made it our business to look for opportunities to answer the needs of our community.

ORGANIZATIONAL EFFICIENCY:

The Cordelia Fire Protection District is striving to built a customer service based system that is unmatched by any organization, public or private. Anytime day or night, highly trained and well equipped professionals are prepared to act. Our organization saves lives and jobs. Our Board of Directors are confident with every penny spent on the Cordelia Fire Protection District. Every day, Firefighters risk their lives in a safe and calculated manner to save businesses and we have a major positive impact on the local and state economy. We take care of our facilities, equipment and each other. We have built excellent relationships with county leaders, members of our community and local businesses. The Cordelia Fire Protection District is always prepared to save lives and property.

Because we are constantly monitoring and forecasting the needs of our customers, we shape and redefine our jobs on a regular basis. We are always flexible and receptive to change. Our willingness to adapt and embrace change is a fundamental part of the Cordelia Fire Protection District's success.

ATTITUDES, ACTIONS AND ACCOUNTABILITY:

Cordelia Firefighters exceed expectations when it comes to service delivery and the customers we serve are at ease because of it. Our customers; pride and confidence in the Cordelia Fire Protection District is something we strive for in every encounter with the public, both on and off duty.

As members of the Cordelia Fire Protection District we are entrusted with our customers' very personal and private information. Cordelia Fire Protection District members do not violate the trust of our customers in any form of non-official communication or media.

We frequently experience opportunities to reinforce and reward positive attitudes, and if necessary, address negative behavior. Should we witness an occasion of poor customer service it is our responsibility to correct it immediately in the most appropriate manner possible. This type of "corrective" action is not a violation of our commitment to one another. Corrective action

reinforces our commitment to the organization and the customer. We are accountable to each other and our customers for our behavior, skills, knowledge and abilities.

It is important to point out examples of poor customer service or unprofessional behavior at the appropriate time. There is a diplomatic way to communicate the correction. Remember, “letting it slide” perpetuates the perception that it is okay. We have no room for negative attitudes or behavior in the Cordelia Fire Protection District.

Poor customer service is never okay.

PROFESSIONAL ETIQUETTE:

Cordelia Fire Protection District members have numerous opportunities each day to employ our Standard of Customer Service and each day we prove our value to the community. Whether it is our physical presentation, driving, technical skills, tone of voice or station behavior, we must always remember that we are accountable to the public and our co-workers.

Sloppy uniforms, inappropriate language and unprofessional behavior have no place in the Cordelia Fire Protection District. The fire stations are district facility, owned by the district. When a customer visits a fire station, we are polite, considerate and treat the visitor well.

Our customers are not an interruption in our work...they are our work!

Anytime we are out in public, it is imperative that we monitor our behavior. Cordelia Firefighters are always professional, in the station, shopping for groceries, training at a local park or delivering service in a house and businesses.

If we find ourselves becoming professionally complacent, just think back to the firefighter recruit oral board interview. Many promises were made to our coworkers and the public.

Live your interview.

Consider how difficult it was to earn this career. We are extremely fortunate to serve the Cordelia Fire Protection District. We are privileged to have earned the right to belong to the Cordelia Fire Protection District. It is our duty to continue to develop professionally and personally. Never violate our professional standards, jeopardize careers or the public’s trust.

Our conduct, attitudes, performance and manners

should always be at their best.

CUSTOMER SERVICE GUIDE SUMMARY:

The Cordelia Fire Protection District has a proud history of providing quality service to the citizens of Cordelia. We are genuinely caring, compassionate, professional, safe and accountable.

Our philosophy is really simple. Use common sense. Treat others as we would want to be treated. Be nice and remember that everyone is a customer, internally and externally. An integral factor in our ability to carry on this tradition is commitment. We must remain committed to the department, each other, the citizens of Cordelia, training, safety and professionalism.

As professionals we must provide excellent service on each and every call, to each and every customer. We all have a professional obligation to carry on the tradition of providing the Cordelia Fire Protection District Standard of Customer Service to those who need our assistance. This philosophy must be continued by each successive generation of the Cordelia Fire Protection District members.