



QUICK GUIDE ON PROVIDING QUALITY CUSTOMER SERVICE

Putting People First

1 What is Customer Service?

The Fijian Civil Service has an important responsibility to provide responsive, reliable, and inclusive services to its internal and external customers. Customer Service is the assistance or advice customers receive from officers when they are requesting different types of government services.

A Ministry must maintain and improve the customer's beliefs about the services delivered by the team and the whole Ministry. The Ministry needs to stay updated to meet customer expectations and demands.



2 Importance of Customer Service

All external customers (citizens, public, corporate bodies, visitors to the country) have a legitimate right to quality, timely and efficient public services.

The response time, attitude of front-line officers and the actual service delivery are of critical importance as they prove how efficient and effective the Ministries are, being an extension of the Fijian Civil Service.

In line with Government's commitment to providing high quality, seamless and excellent services, all Ministries and Departments must aim to provide their customers with a polite, inclusive, efficient, fast and effective service.

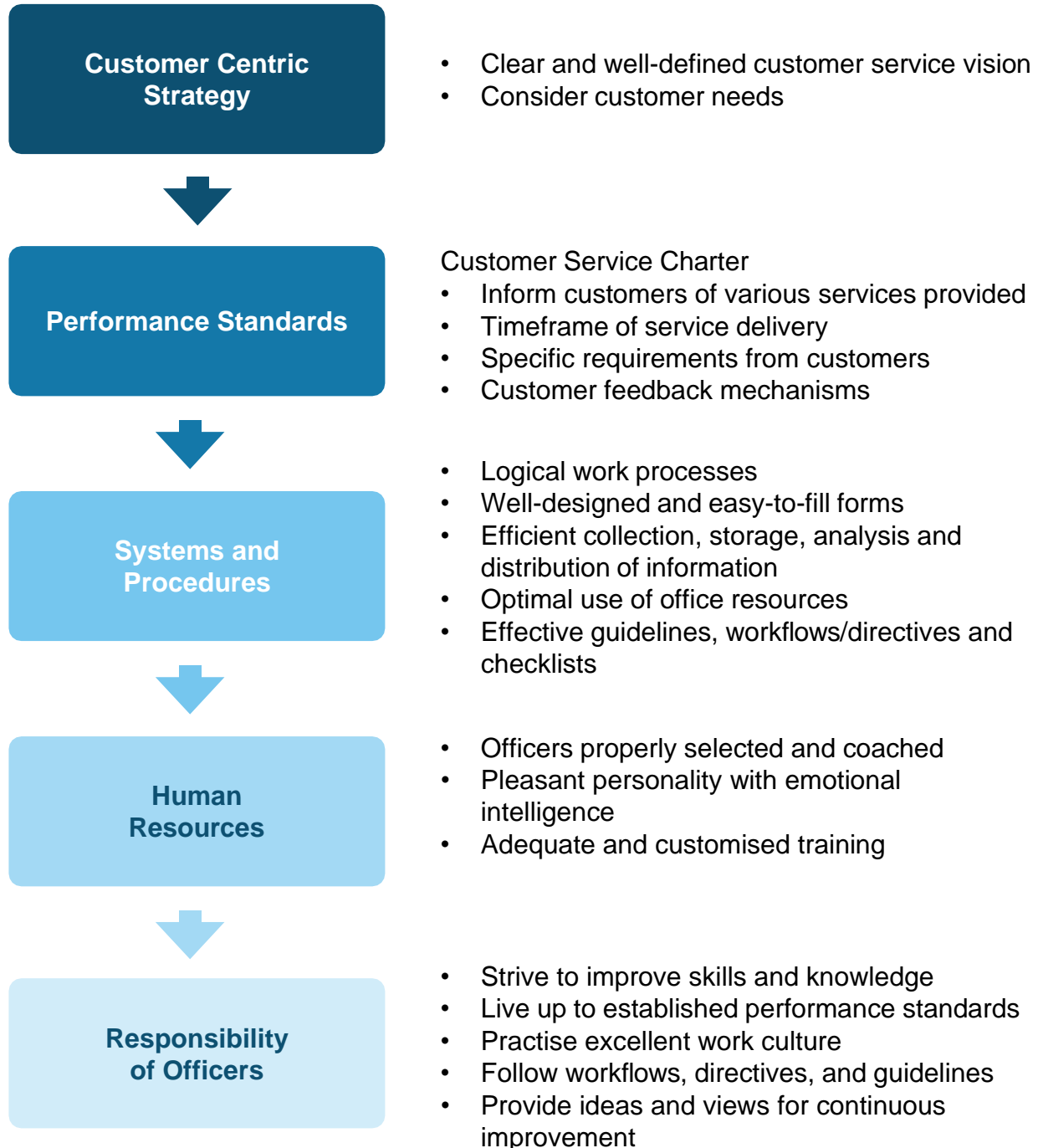
3 Service Promise

The Government of Fiji is committed toward quality standards in service delivery, good governance, and accountability to our public.

We promise to provide customers and stakeholders with services in the following manner:

1. **Friendly and Polite:** We will be helpful and supportive through a positive attitude and passion for what we do.
2. **Timely and Responsive:** We will be proactive and anticipate your needs.
3. **Accurate and Consistent:** We will aim for accuracy and display consistency in our service.
4. **Accessible and Convenient:** We will continue to improve access to information and resources.
5. **Truthful and Transparent:** We will demonstrate a culture of honesty, clarity, and trust.

4 Customer-Focused Initiatives



Performance Standards

Sample Customer Service Charter (outlining service standard and delivery). Informational leaflet:

Compliments, Comments and Complaints:

- If you wish to give feedback...
- If you are unhappy...
- How we deal with you...
- Acknowledge within...
- Answer within...
- Or, if it is possible to answer the query immediately, we will...

How to Submit Compliments, Comments and Complaints:

- Visit...
- Talk to...
- Call us...
- Write to...

How to Contact Us:

- Address for Correspondence
- Address for Public Office
- Website details
- Phone Number(s)

MINISTRY OF XXX

QUALITY CUSTOMER
SERVICE
COMMITMENT/
CUSTOMER
CHARTER...

YEAR

Prepared by.....

Short Introduction: *What this is about and where to find more information.*

Customer Commitments: Level of service to expect...

- How we treat you
- How we treat your information
- Our service standards
- Provision of services
- Availability of translation, interpretation/ sign language, as applicable

Monitoring and Evaluation

- Our performance
- Reporting
- Link to further information

What to Expect When You Contact Us:

Our information:

- What information do we provide
- Where we provide it
- How we provide it

When you contact us by letter or email?

- When and how we respond

When you contact us by phone?

- How quickly we answer
- What information do we provide
- How we connect you to the right people

When you visit our Public Office:

- Our commitments to access
- How we serve you

Customer Responsibilities:

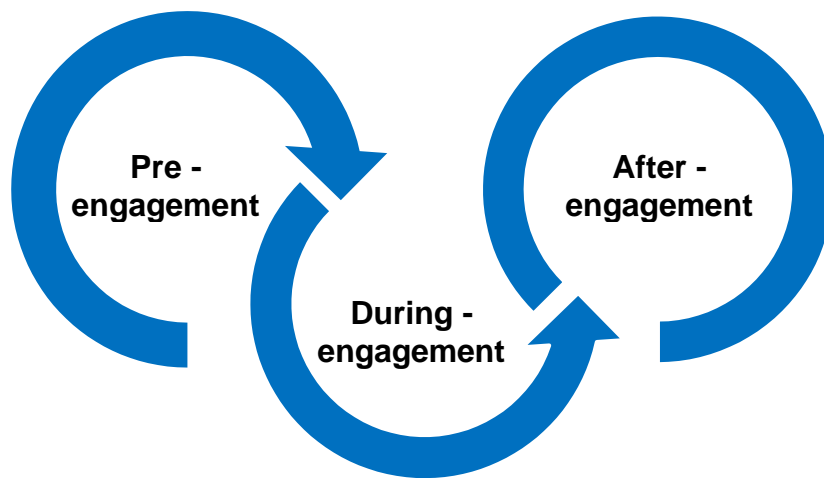
To help us help you, we request that –

- Have certain information ready
- Give complete information
- Give accurate information
- Treat our officers with courtesy and respect

We Value Your Opinion:

We would like to hear from you so we can improve on our services!

5 Quality Customer Service: Integrated Approach



PRE - ENGAGEMENT

- Before providing the actual service, actions and measures are taken to ensure customers are provided with sufficient information. Appropriate and adequate facilities that offer quality and excellent customer service are required.

Service Delivery Checklist



Easy Accessibility

- Customer service area easy to access (wheel-chair accessible)
- Centrally located



Waiting Area

- OHS compliant
- Adequate furniture
- Well-ventilated and lit
- Clean and hygienic
- Call bell
- Sufficient rostering
- Call Directory



Queuing System

- Appropriate crowd management technique
- Calling System
- First-come-first serve
- Prioritisation
 - Elderly
 - People with disability
 - Pregnant women
 - School children



Directional Signs

- Colourful and clear
- Inclusive
- Common languages
- Accessible to the visually impaired
- Secure, neat, and in simple terms
- Updated



Knowledge-Based Documents

- Mission, Vision, Values
- Code of Conduct
- Customer Service Quality Principles
- OHS Policy, Emergency notices
- Customer feedback information
- Customer Survey information
- Ministry Forms, magazines, Ministry brochures/ pamphlets



Information Accessibility

- Website, Social Media page
- Flyers, brochures, Forms
- Clear, concise and no language barriers
- Accessible to visually and hearing impaired



Prior to Opening

- Officers are well-trained and knowledgeable of the services provided
- Aware of communication channels
- Professional grooming (with name tags as appropriate)
- Sufficient rostering of officers and present at least 10mins before opening
- Sufficient supplies (forms, stamps, etc.)
- Equipment in good working condition
- Systematic documentation

DURING - ENGAGEMENT

- Actions and measures are taken to ensure customers are provided with excellent customer service.
- Ensuring a polite and efficient service.



Customer Contact

- Customer Greeting Cards
- Acknowledge customers, make eye contact, smile
- Pleasant and courteous demeanour
- Fair and inclusive treatment
- Clear instructions and directions provided
- Appropriate solutions provided and timeframes communicated
- Customer Service Feedback communicated and supported



Customer Service Skills

- Clear communication and writing skills
- Listening skills and attentiveness
- Problem-solving skills
- Creativity
- Resourcefulness
- Self-control and patience
- Positive attitude
- Assertiveness
- Conflict resolution and persuasion skills
- Empathy and emotional intelligence
- Depersonalisation
- Responsible
- Sense of humour



Email

- English language, correct grammar, and spelling
- Timely responses and acknowledgement
- Clear, professional, and courteous



Telephone

- Calls answered within the first 3 rings
- Well-versed with phone operations
- Standard greetings



Addressing Queries and Complaints

- Stay calm and acknowledge the customer
- Provide clear response and solution within the time frame
- Promptly act with reference to communication channels
- Customer Complaint Register and Feedback channels

POST-ENGAGEMENT

- Measures for an effective and efficient customer service system.
- Ensuring quality customer service standards are met.



Closing Office

- Ensure all customers are served by close of office
- Office equipment and utilities switched off, put away, and returned
- Relevant signages displayed



Updates

- Action/pending items checked
- Follow-ups and updates sent
- Customer Register or Complaint Register updated and monitored



Reports

- Number of customers served, issues resolved, open cases, types of issues and complaints, etc.
- Feedback reports
- Continuous improvement

6 DO's

- Be on time or ensure replacement in case of lateness.

- Be professionally groomed.
- Always be polite.
- Always be ready to help.
- Address all customers with Sir/Madam or Mr/Mrs/Ms/Miss as appropriate.



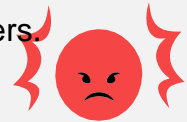
- Do not groom inappropriately.
- Do not be rude and curt to customers.
- Do not argue, yell, or scold customers.



- Be patient and open to feedback and suggestions.
- Clear communication



- Do not make customers wait for long or unnecessarily.
- Do not discriminate or give preferential treatment to customers.



- Be creative, innovative, and solve problems.
- Always keep the customers informed.



- Do not respond to customers before understanding their needs.
- Do not provide incomplete information to customers or transfer them without informing them.



- Ensure a good waiting and queuing system is in place.



- Do not have a random service system.



7 Study your Customer Service Standards – Where are you now?





Quality public service is possible if one stays tuned to the needs of the public and continuously innovates to meet these needs effectively.