

# Portland Parks and Recreation Customer Service Standard

Portland Parks & Recreation's Customer Service Standard was created to provide a common set of standards for service delivery at all PP&R facilities so that we may provide a high level of service across the system.

All standards may not be applicable, or appropriate, at all sites or in all cases. Interpretation by site management may be necessary to determine appropriate strategies for providing excellent customer service, or to recognize individual religious, cultural or special needs.

This Customer Service Standard serves as a guideline in the management of:

- Our facilities
- Each guest's experience
- Our product
- Our people

## I. OUR FACILITIES

Portland Parks & Recreation facilities are fully functional, well-maintained, and clean, inside and out. In short, our facilities strive to be clean, safe, accessible and functional. At a minimum, this includes:

- An absence of trash or litter, inside and out
- Neat and tidy public areas
- Clean, well-stocked restrooms
- Appropriate heating and cooling
- Appropriate lighting, inside and out
- Adequate parking
- Adequate access provided for all different ages and abilities
- A safe environment provided for both customers and staff

## II. EACH GUEST'S EXPERIENCE

Portland Parks & Recreation facilities are welcoming, customer-oriented places that provide users with products and services they desire in an efficient and consistent manner. We strive to insure that each guest's experience includes a high level of hospitality; sufficient information; and prompt, responsive service. To achieve this, minimum Site and Staff standards have been established, which include:

- **Site Standards**
  - All reasonable requests are accommodated to ensure that PP&R facilities, equipment, and amenities are accessible to all.
  - Sites have clear, adequate signage to provide effective direction for customers.
  - Site information and tools (i.e. supplies, program information) are organized for effective delivery of service.



**PORTLAND PARKS & RECREATION**

Healthy Parks, Healthy Portland

www.PortlandParks.org  
Nick Fish, Commissioner  
Zari Santner, Director



*Sustaining a healthy park and recreation system to make Portland a great place to live, work and play.*

- **Staff Standards**
  - Staff know basic information about the site and/or program, or know how to find it.
  - Staff greet customers (verbally or via other form of acknowledgement) when they are first encountered.
  - Staff answer the phone in a clear, professional manner, (i.e. “St. Johns Community Center, this is Jane”).
  - Phones are answered directly by staff rather than a recorded message, whenever possible. Recorded messages are succinct and appropriate.
  - Staff attend to in-person guests before assisting phone customers.
  - Staffing is adequate to sufficiently handle crowds and minimize wait time.
  - Staff follow through in providing effective and timely delivery of service (i.e. promptly return phone calls, complete and follow up on customer requests).
  - Staff follow and are able to competently explain operating procedures regarding varied customer processes and needs (i.e. refunds, Nike Play Pass cards, etc.).
  - Staff follow normally accepted business and established PP&R practices regarding cash handling, credit card transactions, issuing receipts, etc.

In addition to Site and Staff standards, the following **Optimum Standards** identified toward providing a higher level of service include:

- An Online Class Registration System that provides greater flexibility, is easily assessable, and simple to navigate.
- Greater marketing capability for all PP&R programs and services to more effectively connect people to opportunities.
- Increased customer feedback options provided through surveys, comment cards, and/or other methods.
- The development of staff as “bureau-wide experts” who are able to provide a wide spectrum of information regarding the greater scope of all that Portland Parks & Recreation has to offer.
- The creation of a multi-center pass option to facilitate and encourage system-wide use of our community centers.

### **III. OUR PRODUCT**

Portland Parks & Recreation’s products and services strive to fit the interests, needs, and requirements of each site and program demographic. At a minimum, this includes:

- Consistent, clearly described/detailed programs, classes and events that meet promotional material descriptions and outcomes
- Classes and class times that fit customers needs
- Culturally diverse offerings
- Programs that are updated to meet current and developing industry trends
- Offering a wide range of products, including drop-in activities, rental opportunities, etc.
- Providing a sufficient quantity and variety of programs and products

### **IV. OUR PEOPLE**

Portland Parks & Recreation staff are expected to behave in a professional, welcoming manner. At a minimum, this includes:

- Staff capably anticipates and is appropriately responsive to customer needs
- Staff is respectful
- Staff demonstrates good listening skills
- Staff demonstrates effective problem-solving knowledge, skills, and abilities
- Staff demonstrates patience

### **Our People (continued)**

- Staff serving in direct service roles (front desk, cashiers, ticket takers, gym monitors, etc.) do not consume meals while in public view.
- Staff personal cell phones and other communication devices are silenced while on duty, and used for personal communication only during staff breaks.
- Staff prioritize customer assistance over staff conversations. Staff immediately end personal conversations with other staff members when a guest approaches.
- Staff adhere to physical appearance, dress and hygiene requirements while on duty. This includes, at a minimum:
  - Staff should be clearly recognizable as employees during their work shifts. Staff should wear a PP&R staff badge while on duty. If provided, staff should wear a PP&R shirt.
  - Clothing worn on duty should be clean, and without rips or tears (no cutoffs or torn-off shirt sleeves).
  - No hats or other head gear is worn inside, unless specifically provided by PP&R management as a part of a staff uniform or promotional focus.
  - Overall grooming, including hair and skin, is clean, neat and odor-free.
  - No cleavage is shown, front or back.
  - No underwear is visible.
  - Shirts with slogans, graphics or other messages must be appropriate to the workplace, and approved by PP&R management.

*These standards are used to assess Portland Parks & Recreation facilities' customer service performance in order to identify the tools and resources needed to provide quality, responsive service and programs, and to make improvements to our system. Portland Parks & Recreation is committed to creating excellent places for public recreation, and to providing programs and services that contribute to the health and well being of all our community members.*