

2010-2015 Strategic Plan – Customer Service Goals

Of the 18 goals identified in Fire's 10-15 Strategic Plan, four (Goals 1, 2, 8 and 9) specifically pertain to customer service enhancement.

These goals include:

- **Goal 1: Ensure 9-1-1 Calls are Triageed Correctly**

The ability to rapidly respond to emergencies depends on effective triage and dispatch. PF&R must ensure that resources are triaged and dispatched appropriately to reduce response times and better protect public health and safety.

PF&R has outlined eight strategies within Goal 1 to accomplish this goal and improve the accurate triage of 9-1-1 calls over the next five years.

- **Goal 2: Collaborate With Other Agencies to Improve Public Service**

PF&R works in a region where interoperability and regional partners are important. Over the next five years, PF&R will need to create and enhance viable opportunities for collaboration with other agencies to improve its service to the public.

PF&R has outlined seven strategies within Goal 2 to build new and strengthen existing relationships with its regional partners.

- **Goal 8: Enhance Business Model to Increase Customer Responsiveness**

Customers expect effective, consistent, and cost-effective services. PF&R must use current technology, training, and partnerships to excel at providing excellent customer service regarding community education, engineering, enforcement, community relations, emergency services, business operations, and resource management.

Goal 8 is specifically designed to enhance PF&R's business model to be more responsive to customers' needs for all types of services and information. Ten strategies were developed as part of Goal 8 to solicit customer feedback and develop customer-service solutions to respond to specific customer needs.

These strategies include:

- Administer a customer survey to evaluate the user-friendliness of online services
- Survey customers about desired online services/features
- Redesign PF&R website based on customer feedback
- Randomly sample customers who have used PF&R services to determine their level of satisfaction with their experience
- Develop a business solution to accept online payment for services
- Develop a solution for processing online permits
- Redesign billing statements to be more customer friendly
- Evaluate accessibility of PF&R facilities for business customers

- **Goal 9: Enhance Code Enforcement Inspection Model**

PF&R's model for fire inspection services needs to be updated to meet customers' demands for consistent code application. Nine strategies have been developed to enhance the code enforcement inspection model. Included among these strategies are surveying customers annually and establishing a monitoring system to measure results and developing baseline data to measure customer satisfaction.