



# BOARD OF SUPERVISORS

## County of Linn, Iowa

<b>Subject:</b> <b>Customer Satisfaction Policy</b>			<b>Directive Number:</b>
<b>Approval Date:</b> 07-20-2016	<b>Effective Date:</b> 07-20-2016	<b>Revision No:</b> -	<b>Policy Section &amp; Number:</b> OP-025
<b>Reference:</b> Initially Adopted: 07/20/2016 BOS Minutes: 07/18/2016, 07/20/2016		<b>Distribution:</b> Elected Officials, Department Heads, County Employee Handbook, Intranet	

### I. Purpose

The purpose of this policy is to establish guidelines which promote a Customer-centered culture focused on positive Customer Experiences.

The policy intends to advance the understanding of Linn County Products and Customer Expectations by measuring the extent to which Product Expectations and Outcomes are met, and by empowering employees to reconcile differences between Customer Expectations and Customer Experiences.

### II. Scope

This policy applies to all regularly scheduled full-time and part-time Linn County employees responsible to the Board of Supervisors or other elected official, including the elected official and his or her deputies.

### III. Exceptions

None

### IV. Definitions

**“Customer”** is anyone who receives a Product to: use it to achieve a desired Outcome (end-user); transfer it to someone who needs it or will use it (broker); or to modify, correct or change it for the benefit of end-users (fixer). A Customer can have more than one role related to a specific Product.

**“Customer Experience”** is what the Customer perceives in relation to his/her desired and undesired Outcomes, Product characteristics and Product acquisition process.

**“Expectations”** are based on the Customers’ past experience with Outcomes, Products and processes.

**“Outcome”** is a purpose or result pursued or achieved.

**“Product”** is something created by work which can be given to someone else to achieve a desired Outcome. It has the following characteristics: it is deliverable; it is a noun; it can be packaged in containable units; it can be made plural with an “s.”

**“Voice of the Customer”** is what the Customer wants to experience in relation to his/her desired and undesired Outcomes, Product characteristics and Product acquisition process.

## **V. Provisions**

- A. Prioritize Customer satisfaction with Linn County Products and with the Customer Experience delivered by Linn County employees.
- B. Define Linn County Products and Customers and determine the Product-Customer relationship.
- C. Determine and confirm understanding of Customer needs and Expectations to achieve Customer satisfaction – uncover the Voice of the Customer.
- D. Develop Products to meet Customer needs and Expectations.
- E. Provide employees with training, tools and resources designed to advance the Customer Experience.
- F. Interact with Customers to further Linn County employee understanding of Customer Expectations.
- G. Provide understanding and assistance to Customers who are not satisfied with a Product or process.
- H. Measure Customer satisfaction and the degree to which Customers' Product and Outcome Expectations are achieved.
- I. Adopt and utilize methods to measure and understand the extent to which Customer Expectations and Customer Experiences are in alignment.
- J. Utilize information from Customer interactions to improve and innovate Linn County Products and Customer Experiences and to reconcile any differences that exist between Customer Expectations and Customer Experiences.

## **VI. Enforcement**

Elected officials, department heads and supervisors have the responsibility to model the guidelines established in Section V of this policy and to enlist the cooperation of employees in implementing and practicing these guidelines.

If, in the opinion of the Board of Supervisors, the strict application of this policy in a specific case would not serve the best interests of the County, the Board of Supervisors may waive or modify provisions of this policy.