

HR SERVICE STANDARDS

1. *Image Building*

- 1.1 One of the most important “images” there is is the first one. We speak of first impressions.
- 1.2 It is an established fact that the average person is led by the first impression he receives of a person, organisation, place, etc.
- 1.3 In his evaluation of this first impression he has usually already been brainwashed by images he has accumulated and identified with from reading or hearsay.
- 1.4 If this background is negative, his first exposure to a particular situation will almost certainly be a mere confirmation of that preconceived image.
- 1.5 Subsequently, the local government’s image is affected by each and every official.
- 1.6 Every official that has direct contact with the public therefore has a small role to play in establishing or changing public opinion regarding the local government.
- 1.7 To improve the image of the local government, public opinion must be influenced in our favour.
- 1.8 It is vital that we, as officials, should be proud of our division or department and our Council.
- 1.9 This sense of pride has two levels of directions, namely; the image to the outside world and the internal image.

2. *The image to the outside world*

- 2.1 By this we refer the liaison with the public. The service members of the public are given plays a very important role in this regard.
- 2.2 It is especially important to remember that when members of the public think of Council, they think of the person with whom they last had contact with.
- 2.3 The client expects the following from us as an officials serving them:
 - 2.3.1 When an official is busy with another client, a telephone call or work that has to be finished first, he is expected to indicate that the client has been noticed and will be attended to as soon as possible.
 - 2.3.2 An official in the service of a department is also in the service of the public and therefore it is his duty to provide a service. The official is expected to be courteous and not to behave as though he is doing the client a favour by serving him.
 - 2.3.3 It is the task of an official of Council to solve problems and not to create problems unnecessarily and therefore he must be helpful at all times.
 - 2.3.4 He must know his work and know what to do, otherwise it will not be possible to provide the expected service.
 - 2.3.5 The client also expects the official to have the following properties:
 - Credibility
 - Friendliness
 - Helpfulness
 - Respect for his follow man
 - Modesty
 - Willingness to serve
 - Passion for people

- Patience
- Diligence
- Reasonableness
- Consistency
- Honesty

3. *The Internal Image*

3.1 The different divisions within the Municipality interact with one another. If the internal image within the municipality between the divisions themselves is healthy, the external image will be just as healthy.

4. *Communication*

4.1 Communication plays an important role in the performance of the duties and it is vital that we pay attention to it.

4.2 Communication in its fullest sense is the essential feature that drives productivity within any organisation.

4.3 By means of communication we learn to know others and understand them as unique people and they get to know us in the same way.

5. *Telephone Etiquette*

- Using the telephone usually plays an important role in our contact with the public. The following must be taken into cognisance when answering a telephone:
 - Make sure you have a note book and pen at hand
 - Answer the phone within two rings
 - Identify ourselves when we answer
 - We will listen to the caller's request and assist accordingly
 - If we cannot assist the caller, we will direct the caller to the appropriate person. Before transferring the call, we will obtain the caller's permission and provide the caller with the name and extension number of the person who will be helping the caller
 - We will obtain the caller's permission before placing the call "on hold" by asking and waiting for a response before initiating the hold function
 - We will end the conversation in a courteous and professional way by thanking the caller. We will wait for the caller to hang up first
 - Give feedback

6. *E-mail*

- We will respond to e-mails within 24 hours during normal business hours.
- We will update our e-mail notification message when we will be out of the office for an extended period of time.
- We will indicate our expected return date and indicate a contact person (if applicable)

7. **General**

- We will make our goal to exceed the expectation of all clients
- We will work to anticipate the needs of those we serve by proactively working to meet their needs
- We will hold ourselves and each other accountable for our service commitment
- We will be conscious of our communication style (ie. Audible, voice, eye contact when speaking to someone, tone of voice) and communicate in a professional manner
- We will make a conscious effort to compliment co-workers when their actions comply with these standards.

I have read and understand the above **Service Standards**. I also understand that it is my responsibility to comply with the standards and that my **performance appraisal** will reflect my compliance.

Employee Signature _____ Date _____

Taking care of all clients is key to business success. Investing the time to create service standards, and holding employees accountable for adhering to standards, is a basic management practice that should be incorporated into a **structured performance management** process.