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**Ocean City Fire Department  
Standard Operating Guidelines**

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## General Policies

Subject: Customer Service  
Revised: 4-24-2012  
Effective: 9-01-2012  
Approved: 4-24-2012  
Section: 233.00

### 233.01 Purpose

To meet or exceed our customers' (the general public, other agencies) expectations of satisfaction in every contact that may exist between any of the Ocean City Fire Department members or the Ocean City Fire Department delivery system.

### 233.02 Policy

- A. It will be the policy of the Ocean City Fire Department and the responsibility of every member in the organization to:
1. Provide excellent customer service.
  2. Provide superior levels of "the whole job", whether they are interpersonal or technical.
  3. Provide the same professional and quality of care for everyone, regardless of their circumstances.
  4. Provide the members of the Ocean City Fire Department the opportunity to demonstrate their excellence and superior levels of service in their contact with the public both on and off duty.
  5. Provide the members of the Ocean City Fire Department with the skills and knowledge necessary to provide an excellent level of care in atypical situations, extraordinary circumstances and unpleasant conditions.

### 233.03 Procedure

- A. Customer Service is about the way you look, the way you act, what you do or don't say, how you say it, and your performance of service... We never know when a citizen is observing our actions.
- B. Each member of the Ocean City Fire Department should continually try to improve their service in the customer's eyes.
- C. Good customer service is not just an attitude; it is a set of trainable skills.

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**233.04 Management and Supervisory Responsibilities**

- A. To set the standards of consistent excellent service by example.
- B. Through semi-annual evaluations, monitor, evaluate, give feedback and provide correction on both technical and quality of service and interpersonal skills.
- C. Implement the support system needed to teach, supervise and reinforce the expected professional behavior of excellence.
- D. Reduce the medical/legal liability by improving the professional human relations skills of members who provide emergency medical care.