

Law Enforcement Customer Service

Evaluation and Assessment (Evaluation Template)

Criterion 1

Customer Insight

Question	Yes	No
Do you have an in-depth understanding of your organization's customers?		
Do you measure the levels of satisfaction with the service you provide?		
Do you consult and engage with your customers?		

Criterion 2

The Culture of the Organization

Question	Yes	No
Do you have a customer-focused culture within your organization?		
Are you committed to putting the customer at the heart of policy development and service delivery?		
Do you value staff in customer service roles?		

Criterion 3

Information and Access

Question	Yes	No
Do you provide accurate and complete information to customers?		
Do you make your services available to all of your customers?		
Do you work with other organizations in partnership to provide benefits for your customers?		

Criterion 4

Delivery

Question	Yes	No
Do you have precise and measurable standards for your services which are met or exceeded?		
Do you deliver the service promised to the majority of your customers?		
Do you deal effectively with problems?		

Criterion 5

Timeliness and Quality of Service

Question	Yes	No
Do you set and meet standards for the timeliness of response?		
Do you identify customer needs at the first point of contact and agree on overall time for response?		
Do you respond to initial enquiries promptly?		

Reference: <http://www.cse.cabinetoffice.gov.uk/getFAQ.do>

Benefits of Quality Customer Service

Every interaction that a Police Officer has with the public can be viewed as an “intelligence gathering opportunity”. When a citizen takes the time to come to a Police District and contend with the environment of that District, the officer “at the front desk” should be aware that that person has made a mental commitment to talk to “the man (or woman)” about sensitive concerns. That person may be:

1. A Victim of Crime
2. A Witness
3. An Informant
4. A Concerned Citizen
5. A Fellow Law Enforcement Professional (not in uniform and not displaying ID)
6. A Community Leader
7. A Religious Leader
8. Or all of the above wrapped into one.

The key point to remember is that very often your ability to build TRUST during this interaction will determine whether the citizen’s experience is positive or negative. Indeed the reputation of your Department, its perceived professional standing, and your status as a respected Law Enforcement Officer rests in your hands.

Obvious Questions

Every time you meet someone you naturally want to know:

- ✓ Who is this person?

- ✓ Why did he/she come here (District Office)?
- ✓ What does he/she “want”?
- ✓ What does he/she actually “need”?
- ✓ How can I best serve?

Behavior

Keep in mind that you determine the outcome of this interaction. You have the power to arrest. You can take a person’s freedom away and lock them up. Each person entering your District Office is aware of this power and you are the one who sets the standard of conduct. The following pictures display what you see and what the public sees. What do you “see”?

Walking in the Door



Waiting for Service



Public Side of the Desk



Customer at the Desk



Police Side of the Desk



Critical Questions:

1. How does what one sees determine mindset and behavior?
2. How can you better determine right “behavior” (calm, non-confrontational, friendly, open, TRUST building)?
3. What would you wish to see if you were on the “other” side?

Conclusions

You have the power to determine the outcome of any action with the “public”. You are the “parent” in this interaction. What can you do to improve customer service in your District?

"People may not remember exactly what you did, or what you said, but they will always remember how you made them feel."

Dr. Thomas L. Garthwaite, Under Secretary for Health

THE POWER IS WITH YOU!