

Customer Service Principles



WELCOMING

WE HELP CUSTOMERS FEEL WELCOME AND COMFORTABLE THROUGHOUT THEIR VISIT.



ENGAGING

WE GIVE CUSTOMERS OUR FULL ATTENTION AND WE ENGAGE THEM PERSONALLY, POLITELY, AND WITH FRIENDLINESS.



CARING

WE CARE ABOUT OUR CUSTOMERS, THEIR EXPERIENCE, THEIR SUCCESS, OUR WORK AND EACH OTHER.



CALM

WE ARE CALM, COLLECTED, POLITE, AND PROFESSIONAL TO OURSELVES AND TO OUR CUSTOMERS.



PROFESSIONAL

WE EMBRACE OUR ROLE AS LICENSING AND IDENTIFICATION PROFESSIONALS AND WE FULFILL THAT ROLE FOR EACH OTHER AND FOR OUR CUSTOMERS, EVERY DAY AND EVERY TRANSACTION.

- Move beyond “the angry customer”
 - Customer care standards for all
- Combat the “we don’t have competitors” mentality
- Treatment of customers with “bad” records

Example: imagine a customer telling you that they didn't receive their notice of suspension in the mail and that they weren't aware they were suspended until they were stopped by an officer. Rather than abruptly reacting with, "Well your license has been suspended since 2014!" you might calmly say something like, "I'm sorry this was a surprise to you. Our records show your license was suspended in 2014 for a speeding ticket that qualified as a serious violation and that we mailed the notice to the address listed on your license. Let me explain why this happened and what the requirements are for you to get your license back." Remember, we should avoid blaming the customer, becoming defensive, or arguing with them and instead focus on explaining their options moving forward and guiding them to a path of success.

- Higher sense of purpose
 - We should all feel it
- Find your personality and comfort
- First – must feel comfortable
- Communication x 1,000
 - Know “the why”
 - Know “the how”

For More Information

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