

Customer Service Standards

Customer service is everyone's responsibility. Every time we interact with an individual, answer the telephone, send an e-mail, write a letter, or attend a meeting, we are making an impression on our customers – whether they are citizens, visitors, optometrists, people working with our staff, or other State employees. These customer service standards were created for our employees to follow to ensure that the quality of service to all of our customers meets or exceeds their expectations.

All new employees will be introduced to these standards as part of their orientation program, and the Executive Director will continue to provide customer service training opportunities for employees so that all staff understands the value of customer service as well as the importance of following these approved standards.

Guiding Principles

Agency Mission:

The mission of the Ohio State Board of Optometry is to assure professionally competent optometrists in the State of Ohio by regulating examinations and licensure, enforcing continuing education compliance, monitoring continuing education quality, renewal of licensure and enforcement of the Ohio Optometry Laws and Administrative Rules as found in Chapter 4725 of the Ohio Revised Code. The Optometry Board is dedicated to handling public concerns in a timely fashion and providing prompt, friendly service to the citizens of Ohio and licensees.

Agency Goals and Objectives:

- Provide prompt, courteous and professional service to the public, licensees and all agencies.
- Regulate and monitor the licensing of optometrists in Ohio to assure minimum competence prior to practice.
- Monitor and control all aspects of continuing education to assure quality courses and attendance by licensees as required.
- Administer the Optometry Laws and Administrative Rules in a fair, firm and impartial manner when presented with violations and in the investigation of patient complaints.
- Provide for and monitor the renewal of licensure annually to guarantee compliance to all requirements and all optometrists practicing in Ohio are legally licensed.
- Remain pro-active in serving the primary eye care needs of the citizens of Ohio by monitoring optometric offices and programs.

Standards Covering All Customer Interactions

"Customers have a right to expect ..."

- Courtesy, respect, honesty and professionalism.
- That the staff person will listen to their request/question, ask for clarification if necessary, and provide complete, knowledgeable, accurate, precise information regarding their inquiry.
- The staff person will make a reasonable effort to provide information, as appropriate.

Ohio State Board of Optometry Customer Service Standards

Telephone/Voicemail

"Customers have a right to expect that..."

- Telephones will be answered promptly (within three rings) whenever possible.
- Calls will be answered in a courteous manner (with a smile).
- A person, not voicemail, will answer the main number station during business hours.
- Staff will: listen and understand the nature of requests before transferring a call and inform callers to whom they are being transferred.
- If voicemail is utilized, callers will receive acknowledgements of their voicemail messages within 24 hours on regular business days.
- Outgoing voicemail messages will be kept current.
- Calls will be answered and returned in the order received.
- If a caller is on hold for an extended period of time, periodic updates will be provided.
- All incoming telephone calls from external sources will be answered with a consistent greeting such as "State Board of Optometry, [Name], may I help you?"
- Staff will leave their full name, telephone number, and time available when leaving a message.

Meetings

“Customers have a right to expect that...”

- They will be given reasonable advance notice of meetings.
- Meeting notifications contain accurate information (date, time, place, point of contact, telephone number, and directions).
- They will be informed of schedule changes or cancellations prior to the meeting.
- Agendas will be available and distributed in advance of meetings.
- Meetings will start on time and end on time.
- Meetings will be organized, run efficiently (proper equipment and handouts), and conducted in a professional manner.

Written Correspondence

(Includes Letters, Memoranda, E-mails & Faxes)

“Customers have a right to expect...”

- Written correspondence formatted to Board standards.
- Information regarding their inquiries is complete, accurate and precise.
- A timely response to their request or an interim communication explaining the delay. A timely response for e-mail is within 24 hours on a regular business day and for letters is within five business days.
- All e-mails to contain a signature block including: the staff person’s name, title, Ohio State Board of Optometry, address, telephone number, and e-mail address.
- Fax cover sheets are legible, includes name, telephone number, and the name and fax number of the receiver.

In Person

“Customers have a right to expect...”

- A timely, courteous acknowledgement, such as eye contact or a positive indication that the staff person knows they are there, especially if the staff person is on the telephone or with another customer.