

<b>Policy Title:</b>	<b>Service Excellence Policy</b>
<b>Policy Type:</b>	<b>Public Service</b>
<b>Policy #:</b>	<b>PS 08</b>
<b>Policy Authority:</b>	<b>Board</b>
<b>Effective Date:</b>	<b>January 2025</b>
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## **PURPOSE**

The Clarington Library, Museums and Archives (CLMA) is committed to providing exceptional Customer service that is quality-infused, welcoming, equitable, efficient, and responsive. The CLMA's Service Excellence commitment ensures Customers are connected to information, knowledge, services, and resources when they need it and where they need it. The commitment to Service Excellence and our Customer Service Standards are inclusive within our People, Programs, Spaces, Collections, Communications, and Technology.

Service Excellence at CLMA starts with **H.E.L.L.O.**

**H – Hello** - Warmly welcome the Customer with a friendly **greeting**, making them feel valued and appreciated from the very start.

**E – Engage** and **Empathize** with the Customer authentically

**L – Listen** actively to what the Customer is saying or not saying (body language/tone)

**L – Leverage** your support to ensure the Customer receives timely individualized service.

**O - Offer** any further assistance and thanks for their visit and warmly invite them to return soon

Our staff are essential in delivering memorable experiences to CLMA Customers. This policy sets a clear framework of Customer Service Standards, guiding team members in their service to the public.

## **POLICY**

### **Service Excellence Philosophy**

CLMA staff members will be welcoming, courteous and responsive. We look forward to serving all members of the community in a person-centred, warm, respectful, and consistent manner ensuring Customer needs are a top priority.

CLMA staff members will be guided by the Values of the organization and Service Excellence Philosophy

## **People**

- Through our Teams, CLMA will
  - Warmly greet our valued Customers at the first point of contact with respect and courtesy
  - Facilitate an atmosphere of belonging by ensuring the space is welcoming, clean, safe, and comfortable
  - Be friendly and professional, consistently utilizing the H.E.L.L.O principles in every Customer interaction
  - Be responsive in ensuring each Customer inquiry is resolved within clearly communicated timelines, respecting the confidential nature of Customer interactions

## **Programs**

- In its design and delivery of Programs, CLMA will
  - Promote the use of CLMA services and collections
  - Inspire curiosity, community, and connection
  - Foster partnerships and experiences that reflect the rainbow of cultures, diversity, and belief systems
  - Promote lifelong learning with an emphasis on literacy, a love of reading and technology
  - Be quality infused and monitored for improvement and Customer satisfaction

## **Spaces**

- Through our Spaces, CLMA will
  - Offer a welcoming, inclusive, and safe atmosphere where Customers can relax, read, meet, study, work, and connect
  - Design and offer spaces that prioritizes community needs
  - Maintain accessible, clean, and well-maintained facilities
  - Uphold Clarington's cultural heritage in a meaningful way

## **Collections**

- Through our Collections and Resources, CLMA will
  - Select materials that inspire connections, empower minds, and create a vibrant tapestry of understanding
  - Provide equitable access to materials that inform and increase quality and understanding of life
  - Promote materials that are representative of the Clarington community, including those that are of varying points of view, and which are of current interest and possible future significance
  - Offer materials that reflect our Clarington community and reflect the richness of our evolving culture and our shared knowledge

## **Communications**

- In its Communications, CLMA will
  - Deliver consistent, clear, and accessible information through our various marketing channels, including social media, email, and in-person signage
  - Provide timely communications on CLMA services, resources, and service interruptions
  - Deliver communications that provide an aesthetic experience, stimulate the imagination, and connect with our community
  - Commit to exploring new ways of communicating, interacting, and providing information to the Clarington community

## **Technology**

- Through its use of Technology, CLMA will:
  - Uphold the principles to support, defend, and promote the universal principles of intellectual freedom and privacy, and furthermore that all persons have a fundamental right to access a full range of knowledge, imagination, ideas, and opinion, through means of technology, except where limited by law
  - Provide equitable access to all technology resources, including computers, printing, internet access, and digital literacy tools
  - Engage Customers in the discovery and use of technology, including highlighting CLMA's technology and assist Customers in discovering how our resources can enrich their lives
  - Protect the confidentiality, privacy, and appropriate access of all data and personal information in its custody