

CUSTOMER SERVICE

**SJPD
COMMUNICATIONS
BASIC ACADEMY
2019**

SJPD MISSION STATEMENT



To promote public safety

To prevent, suppress, and investigate crimes

To provide emergency and non-emergency service

To create and maintain strong community partnerships

**To adapt a multidisciplinary approach to solving
community problems**

To develop and promote a diverse, professional workforce.

SJPD Vision



“The San Jose Police Department is a dynamic, progressive, and professional organization dedicated to maintaining community partnership which promote a high quality of life for the City’s diverse population. The Department is committed to treating all people with dignity, fairness, and respect, protecting their rights and providing equal protection under the law”

What are some benefits of providing quality customer service in our position?

- Positive image of the police department to the city
- Fewer complaints
- Instills trust in our department
- Raises self-esteem and Control Room morale
- Citizens feel well served
- Creates supply/demand
- Promotes cooperation
- Self gratification



PERCEPTIONS



ENHANCING THE QUALITY OF CUSTOMER SERVICE

- Community policing
 - Events, CPCs, etc.
- Crime prevention
 - Neighborhood watch
- Tours/Presentations
 - Sit-along, ride-along
- 911 for Kids



THE POWER OF THE FIRST IMPRESSION

The 7/11 Rule:

- In the first SEVEN seconds of contact, a customer forms ELEVEN impressions about you and your organization



**You never get a
second chance to
make a first
impression!**



II Impressions that the Customer is left with....

- Clean
- Attractive
- Credible
- Knowledge
- Responsive
 - Helpful
 - Friendly
- Empathetic
- Courteous
- Confident
- Professional

HOW PEOPLE COMMUNICATE

CONTENT

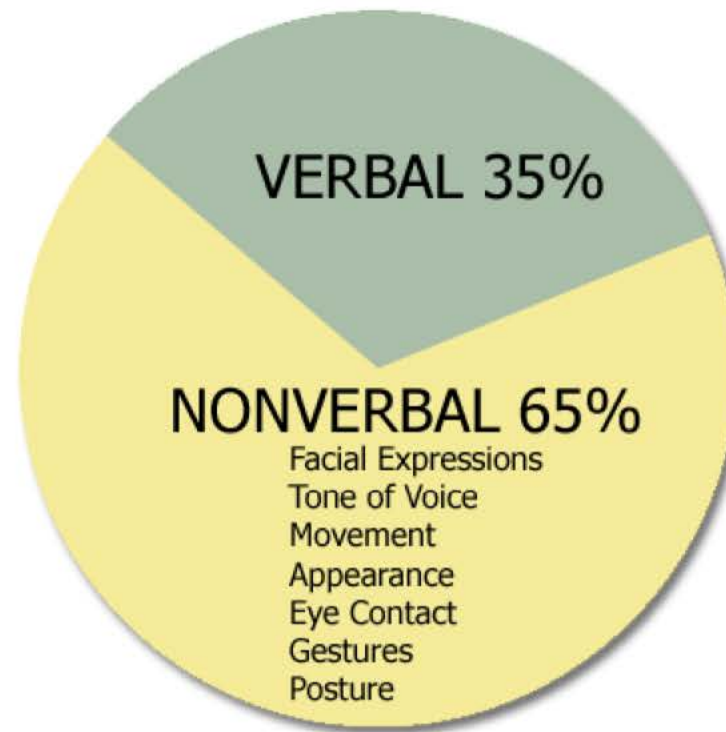
- What you say

TONE/VOICE

- How you say it

VISUAL

- Body language



Good Service Makes the Difference

- ❖ Make callers feel like they did their part in helping
- ❖ Make them glad they talked to us for their emergency because we were
 - ✓ Helpful
 - ✓ Efficient
 - ✓ Empathetic
- ❖ Make sure their needs are met, make sure they truly understand what you are doing for them
 - ✓ Resources and options
 - ✓ Educate them
 - ✓ Thank them
 - ✓ Treat them with respect
 - ✓ Patience



THE FOUR C'S TO CREDIBILITY

❖ Competence

❖ Character

❖ Composure

❖ Courtesy

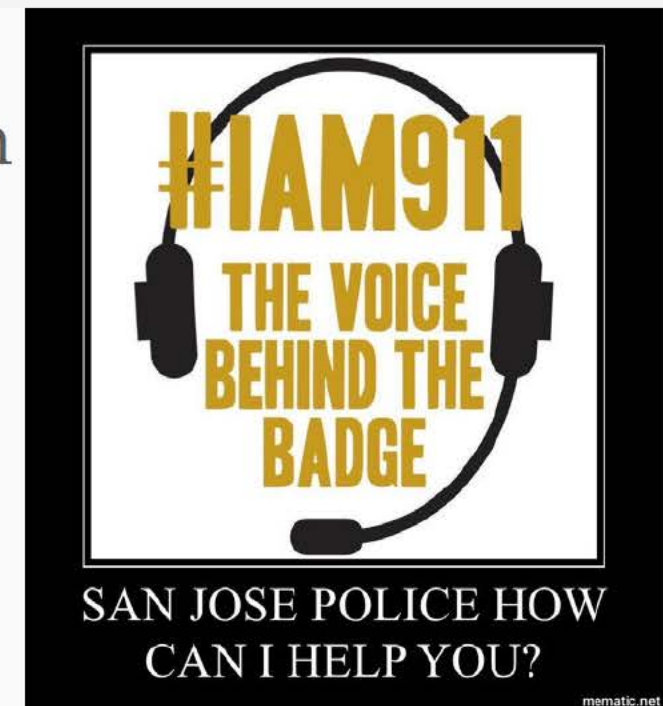


ON AND OFF THE PHONE

- ❖ Reassure the caller
- ❖ Advise them you have to place them on hold
- ❖ Check back in while you are trying to find your answer.
- ❖ If you have to transfer, ensure the connection and give the # in case they are disconnected.

CUSTOMER SERVICE IS A LEARNED SET OF SKILLS

- Give a 5 star attitude
- Make a personal connection
- Act quickly
- Offer choices
- Follow through



**Treat others the way you would like
to be treated in their situation**

CUSTOMER SERVICE IS A LEARNED SET OF SKILLS

- Setting expectations
 - 911 vs 311
- Available resources
- “Verbal Judo”
 - Never take anything personally
 - Be prepared to deal with people who are not calm
 - Say what you want, but DO what I say
 - Never lose professional face



TYPES OF CALLERS



Frustrated

In shock

Rage / anger

Drugs / alcohol

Fear

Tired

Stressed

Anxious

Despair / distress



You have to learn to be assertive. Keep in mind being assertive is different from being rude.

SIX STEPS TO ASSERTIVENESS

- ✓ Shelve your feelings
- ✓ Suspend judgments
- ✓ Gather information
- ✓ Focus on facts
- ✓ Acknowledge emotions
- ✓ Take ownership → Solve the problem

Passive

You step on me

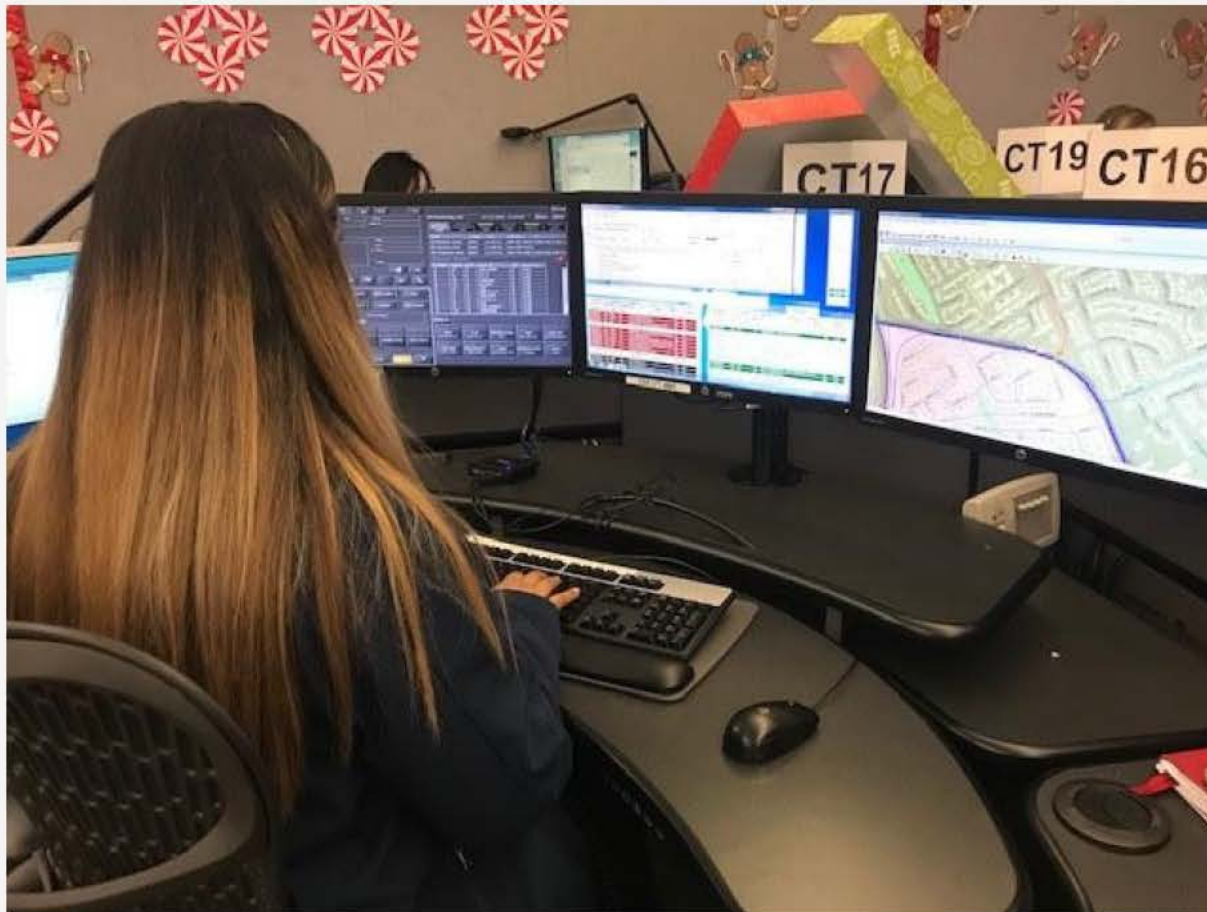
Assertive

Both are protected

Aggressive

I step on you

LETS LISTEN



ACTIVE LISTENING



- Repeat their words in your mind
- Concentrate on the unspoken message
- Refocus yourself when your minds wanders
- Ask “dumb” questions to ensure understanding

Bias is the #1 barrier to effective listening



TOGETHER WE ARE SAN JOSE
POLICE COMMUNICATIONS!

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➤ **It is not just citizens who are our “customers”,
we interact with...**

- Officers
- Other agencies
- Each other

OVERCOMING HURDLES IN TEAMWORK

- Adopting proactive attitudes
- Accepting responsibility
- Getting to know team members
- Setting personal performance goals
- Being friendly, harmonious
- Admitting mistakes
- Accepting empowerment
- Solving problems
- Appreciating the job
- Continue to learn



GOAL

