

EXECUTIVE ORDER No. 115

CUSTOMER SERVICE

May 15, 2008

WHEREAS, New York City's residents, businesses, employees and visitors are the customers of City government; and

WHEREAS, the City's customers should expect a consistent high level of service when they interact with City agencies, and deserve meaningful and timely responses to their inquiries, service requests or other applications for governmental action; and

WHEREAS, the City is committed to serving its customers in a responsive, efficient, transparent and accountable manner; and

WHEREAS, a centralized, strategic approach, through proper cooperation and coordination among City agencies, is required to fulfill this commitment; and

WHEREAS, the Department of Information Technology and Telecommunications ("DOITT"), through the 311 Customer Service Center ("311"), has successfully provided New Yorkers with uniformly rapid and centralized access to City services; and

WHEREAS, applying this uniform approach and high-level of customer service to agency operations is essential to fostering confidence in government operations and equal access to City services for all eligible customers.

NOW, THEREFORE, by the power vested in me as Mayor of the City of New York, it is hereby ordered that:

Section 1. There is created within the Mayor's Office of Operations ("Office of Operations") a Customer Service Office.

§ 2. The Customer Service Office shall be responsible for:

- (a) developing, implementing and assuring the quality of a citywide customer service strategy to establish standards and policies for customer-facing functions within City agencies including: agency call centers; appropriate

greeting and directional signage in areas where customers interact with agency staff; reasonable, well-communicated wait times and queuing processes for customer service; appropriate systems for follow-up after the customer's initial inquiry or interaction with a City agency, and all other appropriate areas of customer interaction;

(b) working to ensure consistency in service delivery and transparency of agency processes across all service delivery channels whether services are provided in person, by 311 or the web; and

(c) working with 311 to develop a strategy to provide callers and customers with the highest level of customer service.

§ 3. All City agencies shall establish by June 1, 2008, or as soon as practicable thereafter, a Service Level Agreement ("SLA") for each service request taken by 311 without regard for the means, methods or systems used to capture and process such service requests. Each agency SLA shall reflect a reasonable representation of the time frame in which an agency can give a status message to a customer about a request. The reasonableness of each agency SLA shall be subject to review by DOITT and the Office of Operations.

§ 4. As individual agency work order systems are phased-out consistent with the customer-service strategy required by this Order, they may only be replaced with a common work-order system or a compatible system approved by DOITT and the Office of Operations.

§ 5. All agencies and administrative tribunals shall cooperate with the Office of Operations in implementing the provisions of this Order.

§ 6. This Order shall take effect immediately.

Michael R. Bloomberg
Mayor