THE HFD ADVANTAGE

WHY DO WE EXIST?

BECAUSE PEOPLE MATTER

All emergency response organizations exist for one simple reason - because people matter. Otherwise, there wouldn't be emergency response organizations. You would be on your own. Our existence is based on the universal belief that human beings have inherent value. That is why people throughout this community, state and nation are willing to pool their resources together to ensure somebody will show up when tragedy strikes their home or family. And we understand we protect the most important things in the lives of people - the relationships between people who love and care for each other. We stand guard to ensure people have another day together.

HOW DO WE BEHAVE?

BECAUSE WE ARE SWORN PUBLIC SERVANTS, WE WILL BEHAVE WITH COMPASSION, INTEGRITY AND RESPECT. THESE ARE HENDERSON FIRE DEPARTMENT'S CORE VALUES.

- **Compassion**: Our compassion is best described by our commitment to "get down into the pit" to help those in need. To be willing to get dirty, to get involved in the problem in order to become part of the solution.
- **Integrity**: Our integrity reflects our goal to always "align our actions with our values" - that we walk our talk and do what we say. Actions always speak louder than words.
- **Respect**: Respect is our acknowledgment that "it is not about us!" Our job is always about others.

WHAT DO WE DO?

We prepare for, respond to, and mitigate all requests for service. We will maintain excellence with our response capabilities in fire, rescue, EMS, hazardous materials and technical rescue. We will strive to meet and exceed best practices in all of our assigned disciplines.

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HOW WILL WE SUCCEED?

Our actions must be safe and effective, our strategy is based on four foundational principles:

- **Standardization**: Creating standard behaviors and practices is our best opportunity to achieve safe and effective outcomes - period. The lack of a standard approach to complex problems creates confusion, chaos, unpredictability, and in coordination of effort, none of which are safe and effective. We will strive to apply a standard action to a standard condition to obtain a standard outcome.

- **Consistency**: This is our commitment to apply our standards consistently. This will create predictability, and predictable actions are always safer and more effective than unpredictable actions. There is very little chance of a coordinated safe & effective response if there is not an established expectation of the actions of other team members. A consistent application of a well thought out, planned and practiced standard operating procedure provides us with the best chance at a positive outcome.

- **Coordination**: This is our commitment to teamwork and understanding that we are exponentially better together than we are as individuals. A coordinated response is always safer and more effective than an uncoordinated response. For coordination to work, team members must have a functional knowledge of the standards they are responsible for executing.

- **Accountability**: This is our commitment to each other, to our organization and ultimately to the people we serve, that we know and can perform our jobs. This is the critical component which holds the entire system together. Without a leadership driven, intentional commitment to accountability we will never achieve a high functioning, safe & effective, emergency service delivery system. This will be achieved by constant evaluation in order to improve.

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WHY IS CUSTOMER SERVICE IMPORTANT?

Why we exist, how we behave, what we do and how we will succeed are all tied to a deeply-held and fundamental belief in serving others.

"Our essential mission and number one priority is to deliver the best possible service to our customers." - Alan V. Brunacini

WHO ARE OUR CUSTOMERS?

EVERYONE!

Every Henderson Fire Department employee is a representative of the Department and the City of Henderson. Anyone with a need, anyone we may interact with in the course of our work and anyone who may observe our actions from a distance is a customer; every member is a "walking billboard" for our organization.

- **Internal Customers**: People within the Department, as well as other City Departments, such as:
  - Co-workers
  - Support staff
  - Supervisors
  - Management

- **External Customers**: People outside the Department/City, such as:
  - Patients
  - Patients' family members
  - Bystanders
  - Other EMS/Hospital Providers
  - Good Samaritans
    - The public
    - Pets

- **We, ourselves, are customers**: We all have expectations of receiving great customer service from others within the department.

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WHAT DOES CUSTOMER SERVICE REALLY MEAN?

- Customer service is whatever enhances customer satisfaction.
- It is the perceptions of the customer that determine the successful delivery of great customer service.
- Satisfaction is determined by the customer, in how they perceive that their expectations or needs were met by the service provided.

WHAT ARE THE BASIC NEEDS OR EXPECTATIONS OF CUSTOMERS?

- Friendliness: This is usually associated with being greeted politely and courteously. Be nice! Treat everyone with respect.
- Understanding and Compassion: People need to feel that their circumstances and feelings are appreciated and understood without criticism or judgment. Listen carefully.
- Fairness: Everyone (including you) wants to be treated fairly.
- Control: Control represents a person's need to feel as if they have an impact on the way things turn out. Ask about the customer's needs and what is important to them.
- Options and Alternatives: Customers need to feel that other avenues are available to them.
- Information: Customers need to be educated and informed about the policies and procedures they will encounter. Explain and communicate patiently and clearly.
- Professionalism and Skill: Customers need the confidence that you have the skills to address their needs.