



Larry Hogan, Governor
Boyd Rutherford, Lt. Governor
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Maryland Department of Natural Resources Customer Service Overview

The Department of Natural Resources leads Maryland in securing a sustainable future for our environment, society, and economy by preserving, protecting, restoring, and enhancing the state's natural resources.

It is the Maryland Department of Natural Resources' vision to be a customer-driven leader, focused on providing enjoyment and wise-use of Maryland's natural resources. It is our objective to: ensure sustainable populations of living resources and aquatic habitat; maintain healthy Maryland watershed lands, streams, and non-tidal rivers; provide natural resources stewardship opportunities for Maryland's urban and rural citizens; conserve and manage the statewide network of ecologically valuable private and public lands; foster diverse outdoor recreation opportunities for Maryland citizens and visitors; and provide a workforce that is diverse and efficient in operations. Every Department of Natural Resource employee is responsible for delivering exceptional customer service with prompt, accurate, honest, and straightforward delivery of responses and efficient, fair, and cost-effective delivery of products and services to meet the customer's reasonable expectations and needs.

The Department of Natural Resources' Customer Service Promise describes our approach. Customer Service activities include:

1. Improve the tracking, responsiveness, and time-to-resolution of all electronic, telephone, written, and in-person correspondence. For example, we will acknowledge all email inquiries within 24 hours of receipt.
2. Ensure state employees and managers continue to improve customer service skills through formal training classes and informal coaching on best practices in customer service.
3. Improve the processing times of agency services to help citizens and businesses accomplish their transactions with the state.



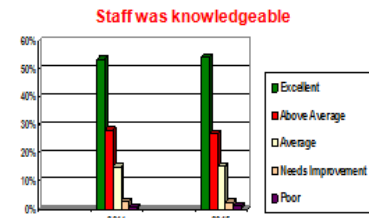
The State of Maryland pledges to provide constituents, businesses, customers, and stakeholders with services in the following manner:

- **Friendly and Courteous:** We will be helpful and supportive and have a positive attitude and passion for what we do.
- **Timely and Responsive:** We will be proactive, take initiative, and anticipate your needs.
- **Accurate and Consistent:** We will always aim for 100% accuracy, and be consistent in how we interpret and implement state policies and procedures.
- **Accessible and Convenient:** We will continue to simplify and improve access to information and resources.
- **Truthful and Transparent:** We will advance a culture of honesty, clarity and trust.

For example, from 2014 to 2015 our State Park customer service ratings consistently show improvement. In 2015, over 90 percent of visitors surveyed "agreed" or "strongly agreed" that their state parks are an important way to escape stress, connect with nature and are a good value. To continue the trend, Maryland Department of Natural Resources has engaged in strategic development and process improvement across the agency.

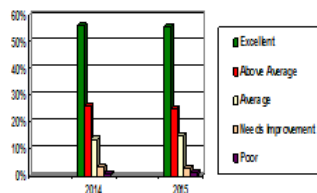
How was our customer service?

2014	Poor	Needs Improvement	Average	Above Average	Excellent	Total
Staff was knowledgeable	0.63%	2.67%	14.85%	28.22%	53.62%	4,114
Staff was helpful	0.78%	2.26%	13.83%	27.21%	55.92%	4,120
Staff was friendly	0.87%	2.10%	16.52%	26.28%	60.23%	4,136
Staff was available	1.02%	2.85%	16.37%	25.97%	53.78%	4,104
Staff made me feel welcome	1.32%	2.46%	13.91%	24.62%	57.70%	4,106
Staff made visit more enjoyable	1.58%	3.29%	20.70%	24.43%	50.00%	4,048
Convenience of making reservations	0.94%	3.19%	13.77%	25.91%	56.18%	4,133



- Increase the number of services the state provides online so that citizens and businesses can utilize self-service, as appropriate.

Convenience of Making a Reservation



2015	Poor	Needs Improvement	Average	Above Average	Excellent	Total
Staff was knowledgeable	1.05%	2.42%	15.33%	26.97%	54.23%	4,208
Staff was helpful	1.11%	2.70%	13.43%	25.93%	56.83%	4,223
Staff was friendly	1.28%	2.27%	11.84%	25.09%	60.31%	4,220
Staff was available	1.52%	3.38%	16.38%	24.98%	53.74%	4,200
Staff made me feel welcome	1.50%	3.34%	13.41%	24.14%	57.61%	4,197
Staff made visit more enjoyable	1.75%	3.76%	18.98%	24.78%	48.81%	4,170
Convenience of making reservations	1.27%	2.92%	15.05%	25.11%	55.64%	4,245

- Update online publications, forms, FAQs, and pertinent information on our website so that citizens and businesses can find relevant information quickly and accurately.
- Use social media to help get the word out about services, events, and news to provide citizens and businesses with information important to them.
- A three question Customer Experience Survey is available on our website for citizens and businesses to provide feedback. Results are used to make improvements to services.

In addition to these core customer service-related activities, we will also analyze our business hours in order to better align them to customer needs, ensure literature is up-to-date, and conduct staff meetings to discuss progress on achieving customer service goals. We will also continue to recognize top performers in our agency for professionalism and courtesy, responsiveness in resolving a customer's needs, and for innovations that improve customer service.

We will monitor the execution of the aforementioned activities, measure performance, and analyze the results in order to continuously improve customer service.

We are committed to providing Maryland citizens, businesses, stakeholders, and other customers with the best customer service. For more information, please visit our website at:

<http://dnr.maryland.gov>

[Click here](#) for our three question customer experience survey.