

Fully Involved June 2010

## Putting “Customer Service” in “Fire Service”

While I usually talk about fire prevention items, I would like to take this month’s article and explain a core value of your Fire District. Many of the actions taken by the Fire District are reactionary. We *react* to emergencies by responding to fires and emergency medical calls. We come to your house and in minutes we engage in emergency stabilization, problem solving, care, compassion, and customer service. It is the Fire Districts reaction to emergencies for what we are best known for. Emergency response, fire prevention, education, and customer service is at the core of what your fire district provides.

Most citizen interactions with the fire district are at the emergency response level. We at Fire District 2 take our response seriously. But there are so many things that go into emergency response. It all starts with the fantastic fire personnel, the equipment we use, the safety practices we employ, and follow up we provide. When our fire district receives a call for service our highly trained crews are out the door within seconds heading to your emergency. From the time they walk into your house until you are safe at the hospital, you are a member of family.

In most fire departments around the county fire prevention, education and other non emergency services are looked as an added bonus, an extra, or even fluff. Not with us. In fact our personnel spends as much time on non emergency prevention services as it does on emergencies. You and your family are the safest when you don’t need us and we work hard in our prevention efforts to make it so that you don’t need us. The best fire is the one that never starts and the best way to fight fire is to keep it from ever starting. One of our most successful youth programs is our Annual Safety Days. This program will reach over 1000 North Mason Students teaching them emergency skills from first aid to water safety. With the cooperation of the North Mason School District this is completed during school hours to ensure that the largest amounts of children are reached. Other Fire District non emergency services programs include CPR and First Aid, fall prevention programs, senior assistance, address signs, smoke detectors, and far more.

We look at prevention globally. People have come to expect more from the fire district, and I am here to tell you we hear you. I hope that you are reading this saying to yourself; I know our fire district does this and I am grateful of it. If you are not, let us know. I attended a senior lunch in last week and had the opportunity to speak on behalf of the Fire District. It was a treat to work with our most valued community citizens and assist with the prevention items Fire District 2 offers. Prevention and education are the key components to our mission. Without prevention and education are a cornerstone of a safe and healthy community.

The last topic to discuss is that of customer service. I recently had someone state that the Fire District is a business. They are exactly right. You deserve the best service for what you pay. You should demand to get the best service all the time, and rightfully so. Based

on this concept, your Fire District educates all our members on customer service from the very top down. I remember a few years back responding to house in town. The young woman needed to be taken to the hospital for an emergency. Normally this is no problem. Here is the catch; she was taking care of five children at the time, ranging from one to six years old. A second volunteer fire crew remained at the scene watching all of the children until they could be picked up by their parents. The volunteer crew also chipped in to help with dishes, then vacuumed the floors. This is but one of a hundred examples where our personnel go well above just emergency response. Nothing is more important to us than the customer service that we provide.

In closing I would like to share the fact that we at Mason County Fire District 2 are proud to serve the citizens of North Mason. We are here for you. Our job is to say “yes” to almost any request that you may have. I would encourage the use of our web page ([www.mcfcd2.com](http://www.mcfcd2.com)) to find up to date information on your fire district. Furthermore, I would like to invite you to our open house on June 5<sup>th</sup> from 11am to 3pm at Station 21 on the Old Belfair Hwy. We will be giving tours, displaying your newly delivered fire engine, and unveiling a wood carved statue donated by the Boys and Girls Club dedicated to the fallen of 9-11.

Question of the month: Who is considered the pioneer of customer service in the fire service? The first email or phone call that I receive with the correct answer will receive a gift from Starbucks Coffee.

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