

The Complaint Department

The Fire Services' Role In Customer Relations

The workshop explores the challenges public safety professionals face in common and unique events that may influence public perceptions of fire services swaying from good to bad. An examination of what constitutes positive customer service and how it is measured are points for dialogue. Assessing examples and case studies of a variety of customer interactions and the role each department member plays whether on duty or off are presented through the lens of a “moment of truth”. Leadership strategies, tactics, outputs, and desired outcomes for positive customer services will be developed. Participants will focus on perspectives for achieving an organizational culture of customer excellence. IPSLEI’s interactive approach uses written and video case studies, personal growth activities, case-in-point dialogue, and small group processes. Upon conclusion, participants will be able to:

- Identify common and unique challenges in providing positive customer services
- Assess examples and case studies of fire agency customer service interactions
- Examine the individual’s role in “moments of truth” in both on and off duty events
- Articulate strategies and tactics for creating an organizational culture of customer excellence
- Create an on-going dialogue network with participants

Instructor – Kevin Brame, M.A., EFO

Kevin is the Executive Director of the non-profit International Public Safety Leadership and Ethics Institute (IPSLEI), offering innovative leadership development programs for public safety personnel. Kevin is a 45-year veteran of the fire service. Most of his career was with the Orange County Fire Authority in California, where he served in Fire Operations as well as Chief of Emergency Medical Services, Chief of Strategic Planning and Legislation, and Chief Training and Safety Officer. He retired as Deputy Fire Chief, North Las Vegas Fire Department, Nevada. Kevin also serve as the Training Specialist -- Curriculum Manager for the Leadership and Executive Development Programs of the United States Fire Administration at the National Fire Academy (NFA). He retired as the NFA Supervisory Training Specialist overseeing the Leadership and Community Risk Reduction Branch.

Kevin holds an Associates degree in Mobile Intensive Care Sciences, Bachelors degree in Vocational Education, and Masters degree in Organizational Leadership. He was a 2006 Fire Service Fellow at the Kennedy School of Government at Harvard University completing the program for State and Local Executives. He is a graduate of the U.S. National Fire Academy's Executive Fire Officer Program. Kevin also completed a program in the Art and Practice of Leadership Development at the Kennedy School of Government at Harvard University. Kevin served over 11 years as a faculty member at Chapman University, Orange, California, teaching in the College of Educational Services - Leadership Studies program. Kevin served in the U.S. Army as a Military Police Officer and received the U.S. Army Commendation Medal and the U.S. Army Soldiers Medal for Valor, the nation’s highest peacetime military medal for acts of valor. Kevin and his wife, Terra, reside in Carroll Valley, Pennsylvania. They have three daughters – Jessica, Lauren, and Kelli – son-in-law, Patrick, and grandsons, Ryan and Brayden.