

# A Day at the Neighbourhood Police Centre



## Starting off on the right foot.



- Public who require our services are in varying degrees of distress, therefore give them a warm genuine smile to ease their anxiety.
- Ensure that your facial gestures and posture convey a welcoming image.
- Show empathy

# Clarity



- Avoid making ambiguous comments or statements that could be interpreted negatively. For example, "Are you sure?". Paraphrasing what they have said is a better way to reaffirm the intent of their statement.

# Why only me?



- Sometimes, member of public who has been issued summons/fines for offences may feel indignant that other people got away without being caught.
- They may transpose their guilt into feelings of injustice and anger. Therefore, be transparent, consistent, and be prepared to explain your action in a calm manner.

## Apologise for the inconvenience, not for the mistake (yet)



- If things go wrong or the customer is not satisfied even when you have done them according to procedures, you can always apologise for the inconvenience even if you are unsure whether a mistake was made. Use apology as a means to defuse a potentially explosive situation.

## Cloud 9



- Be alert when the public ask for assistance! Even if you are busy, just inform them politely that you will attend to them shortly or will get someone to do so.

## “Just kidding”



- Keep your personal opinions to yourself, don't make judgments. Sometimes, even your facial expressions may show it.

“Only theft what..”



- As policemen, we handle all kinds of cases. Naturally, we prioritize more serious cases such as murder and robbery over minor offences. However, to the public, a minor offence to us may be the worst event of their life. Do not make them feel stupid or unreasonable for being anxious over something that may seem insignificant to you.



**“Superhuman patience is required for a policeman.”**



- People who come to us may not be in the best of moods or in a reasonable state.
- Arguments, explanations and defences will only likely to aggravate the situation. Simply explain things according to procedure and inform them that we will take note of their feedback.

## “Pulling it off”



- The secrets of getting a customer into a reasonable state are as follows;
- Your body language and gestures should show them that you are impartial, firm and friendly (where appropriate).
- Show a willingness to listen; talk less (unless absolutely necessary), listen more.
- Do not take their frustration and anger personally, for your own peace and sanity.

## “Sorry, wrong info.”



- As a law enforcer, we need the trust and cooperation from the public. We must show the public that they can trust our integrity and professionalism to uphold the law.

## “Smooth persuasion”



- Be professional, don't give advice for your personal interest.

## “Smooth persuasion 2”



- If the prospects of obtaining lost properties are slim, explain the situation to the best interests of the customer.

## “If looks can kill”



- Even if a member of public has breached the law, you need not glare at him or make him feel worse in any other ways. The law will deliver its justice.

## “If not looking can kill”



- Keeping eye contact at all times helps to bridge communication as well as goodwill and trust.

# Mean what you say



- Your tone and gestures speak louder than your words. Therefore, communicate with your being, rather than with just words.



## When you get home...



- Member of public may not know your working schedule. Be polite if you are unable to respond to their query immediately.
- Even if they know you are resting, they may feel that their situation is more urgent than your rest. Be polite and patient when you inform them that you will attend to their request as soon as you return to work.

## Going home...



- Try to accommodate last minute requests, even if the next shift is coming.

## “The Policeman”



- Be firm (yet professional) at the right time...

## “The Policeman 2”



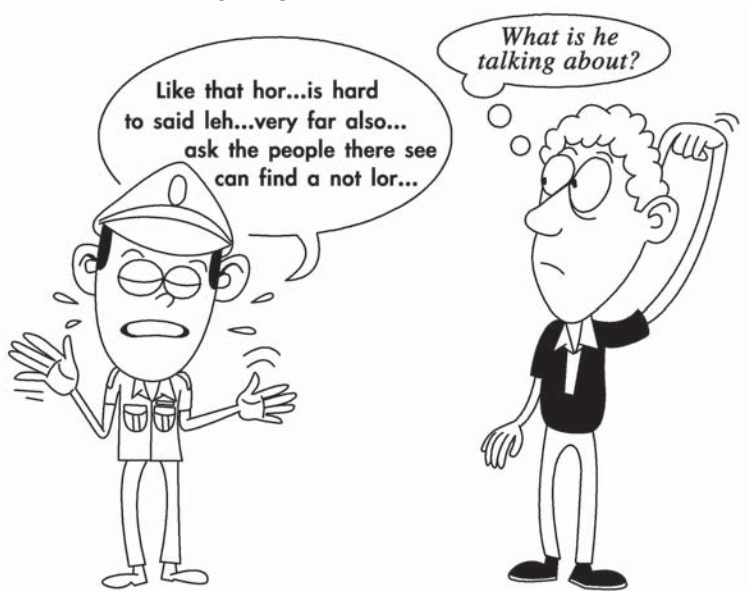
- At other times, we are civil servants. Do not “talk down” to members of public who are seeking help or reporting crime as if you are superior.

## “The Policeman 3”



- Be aware of your gestures and behavior; your tone, body language and posture may be condescending.

## “Mind Your Language”

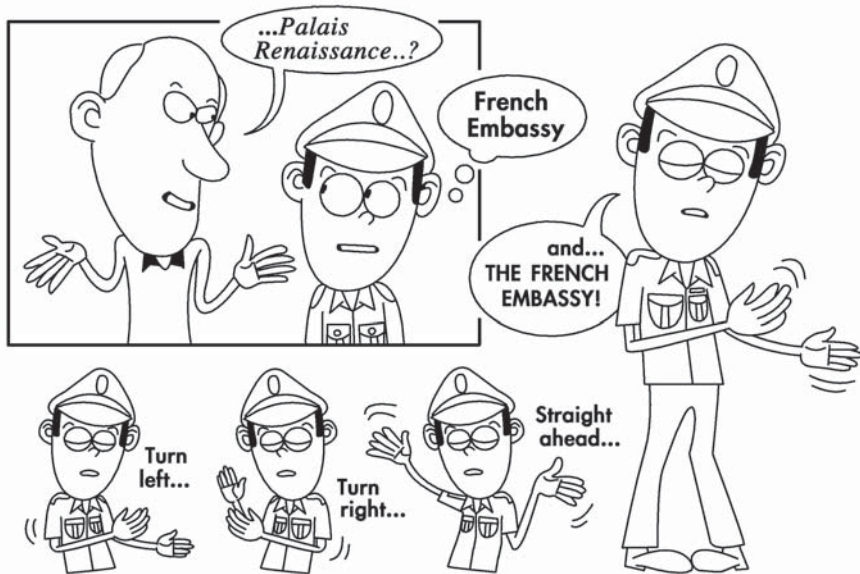


## “Mind Your Language 2”



- Choose your language appropriately as you represent SPF.

“Don’t smoke!!!”





“Don’t smoke!!!”



- Ensure that you are well-versed in Police knowledge. If you are unsure when customer asks, please find out!

## “Command Respect, not Demand”



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- To SPF, customer is not always king. Sometimes, they are accused, suspects and members of public who broke the law; traffic, civil or criminal. Therefore, good service does not simply mean being polite and giving in to customer demands. It also means being firm and authoritative when we need to be. Know our procedures and laws well. Show our friendly demeanor to those who need our help.

## “Fill in the blanks”



- Pay attention to what the customer says. Do not assume - Clarify and ensure you understand it fully.

“Not again!”



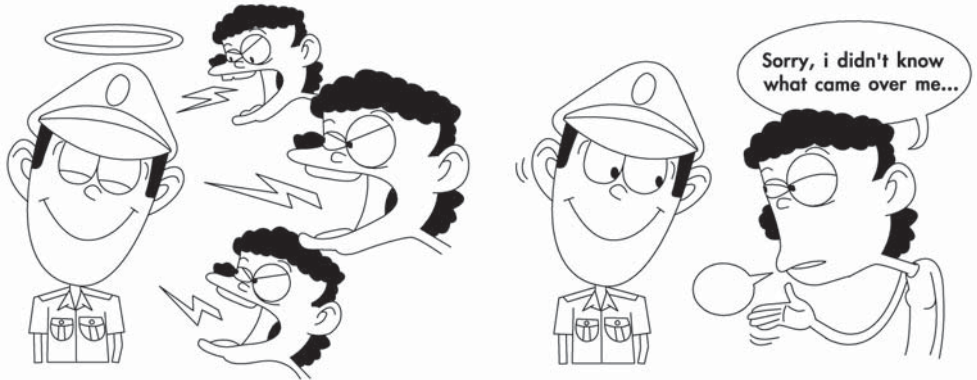
- Even if you are overwhelmed with work, do not show your displeasure to the member of public you are serving. It is not their fault that they need your help.

**“Don’t react”**





## “Don’t react”



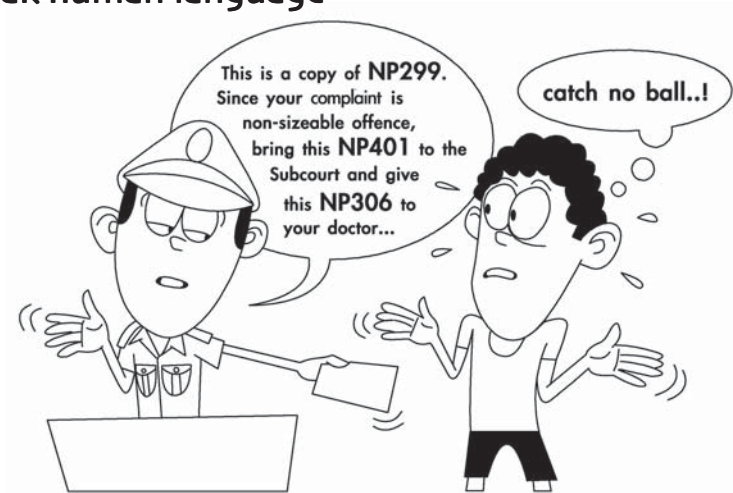
- The public is not always reasonable or in a rational state when they approach us. When they are emotionally charged, they seek to sustain their emotional intensity by seeking a reaction from others. When you take their verbal aggression personally, you are providing “fuel” for their anger and resentment. Instead, be very conscious of their frustration and its effect on you. In this way, you will not unknowingly react to them. The other party, sensing your calmness, will eventually come to their senses and composure.

## “Nobody knows”



- You may think that it does not hurt to relax a little during your night shift. However, our vigilant presence deters crimes and your absence gives potential criminals the opportunity to strike.

## “Speak human language”

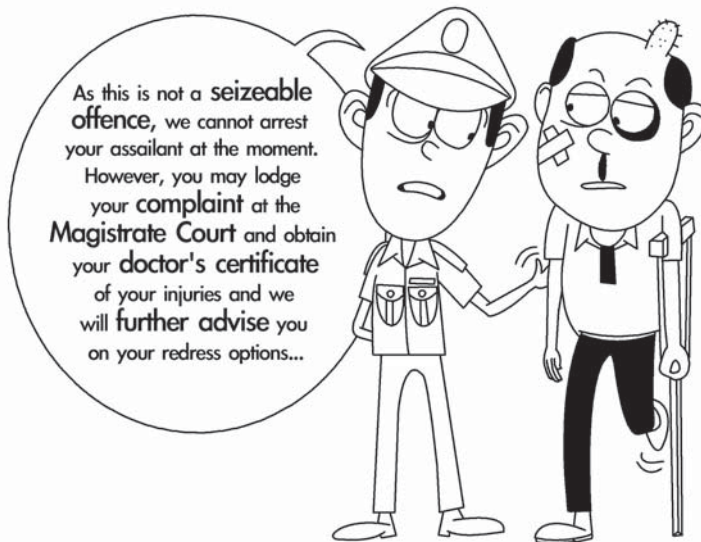


- Police officers must not use terms such as NP299 or NP322 with members of public because the public may not know what they mean. Though they are more efficient for communication within the police community, they may confuse and frustrate the public.

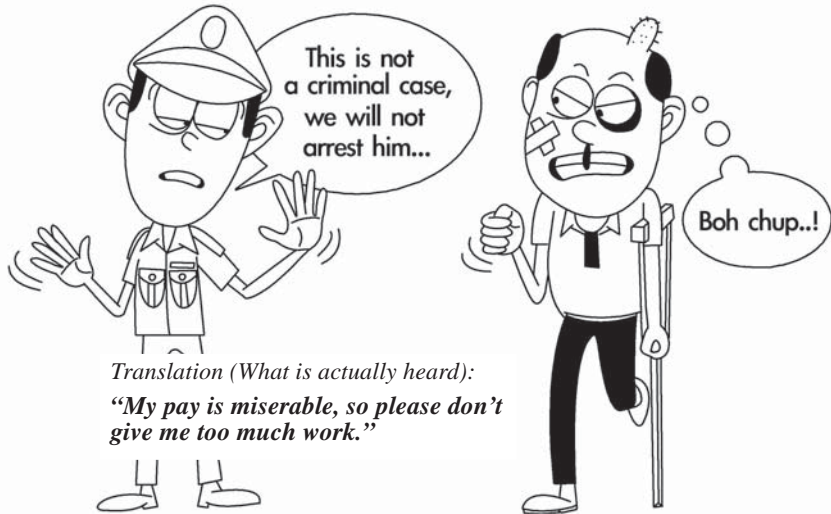
**“Same fact, Different effect.”**



## “Same fact, Different effect.”



## “Same fact, Different effect.”

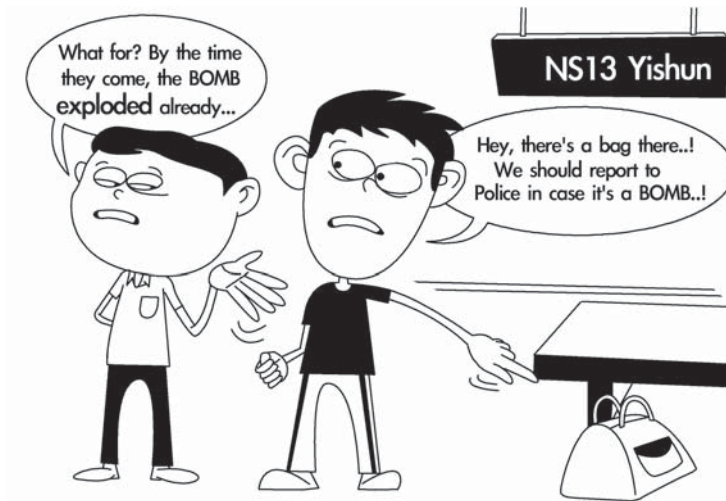


- When people communicate, facts are only a small portion of what are communicated. The actual information that is communicated is your state of being.

## “Service not important?”



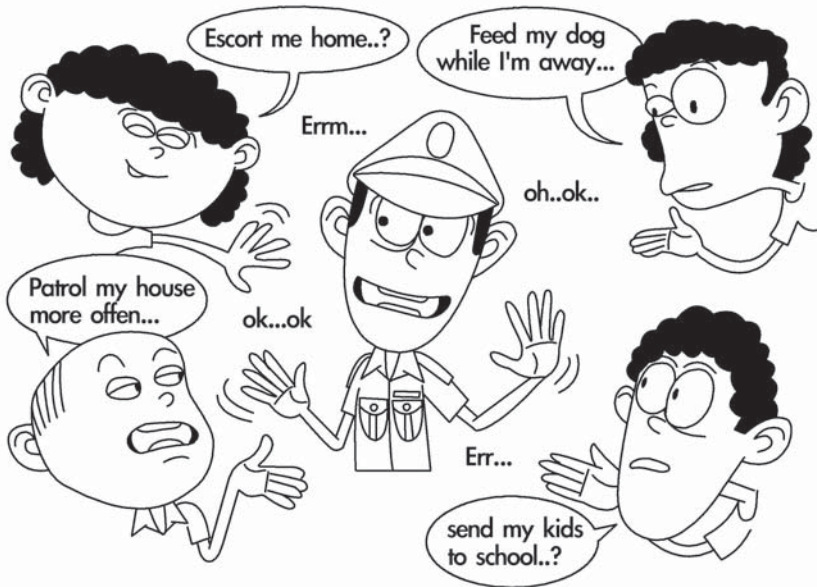
## “Service not important?”



- Good service does not generate revenue for SPF. It does not give us an edge over our competitors either (we don't have any). However, it does affect our capability to provide a safe and secure home for Singaporeans.



## "Service not enough"

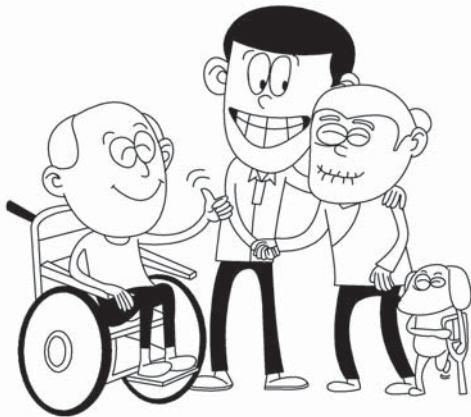


## “Service not enough”

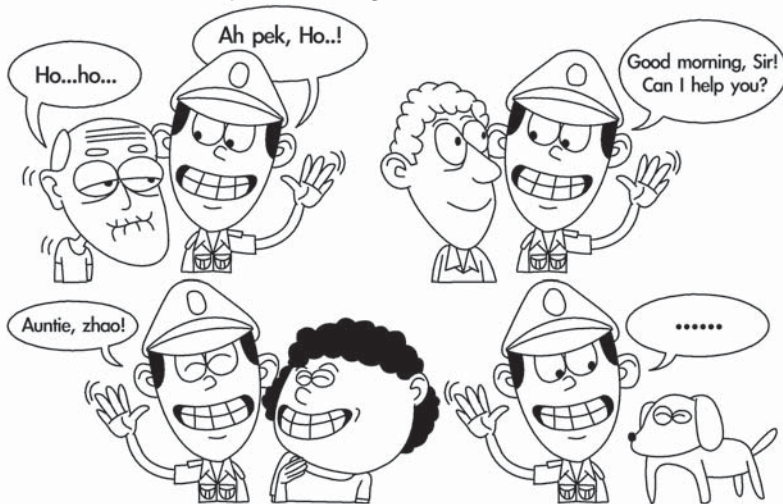


- Service Excellence is not just about meeting and exceeding your customer's expectations. It is also about managing their expectations professionally by setting realistic expectations upfront and sticking to the promise.

“Service is a way of living”



## “Service is a way of living”



- We should care for the victims and complainants. We cannot be caring officers if we are essentially not caring people. We should always empathise with our customers and not treat them as another case or a burden to our workload.