



DEPARTMENT OF AGING



Maryland Department of Aging Customer Service Overview

The Maryland Department of Aging aims to establish Maryland as an attractive location for all older adults through vibrant communities and supportive services that offer the opportunity to live healthy and meaningful lives. The Department envisions Maryland as a state where all Maryland residents can “Live Well, Age Well”.

The Maryland Department of Aging has identified the following five goals to support older adults:

Goal 1: Advocate to ensure the rights of older adults and their families and prevent their abuse, neglect, and exploitation.

Goal 2: Support and encourage older adults, individuals with disabilities, and their loved ones to easily access and make informed choices about services that support them in their home or community.

Goal 3: Create opportunities for older adults and their families to lead active and healthy lives.

Goal 4: Finance and coordinate high quality services that support individuals with long term needs in a home or community setting.

Goal 5: Lead efforts to strengthen service delivery and capacity by engaging community partners to increase and leverage resources.

Maryland Department of Aging employees are committed to delivering outstanding customer service to constituents, grantees, governmental agencies, private organizations, and all other parties.



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.

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

The Department of Aging's 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 communications within 3 business days and promptly work toward their resolution.
2. Ensure state employees and managers continue to improve customer service skills through 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. For example, MDoA will strengthen an existing system to hasten the processing of payments to ensure grantees and contractors can deliver critical services to older adults.
4. Update online publications and pertinent information on our websites so that citizens and businesses can find relevant information quickly and accurately.
5. Use social media to help get the word out about services, events, and news to provide citizens and businesses with information important to them.
6. 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; conduct focus group-type meetings with stakeholders, 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 see the customer service section of our strategic plan, located [here](#).