



# PROMISING PRACTICE

**PROMISING PRACTICE NAME:** Communication Branding Standards

Date of Issue: 8/3/15

**Applies /Of Interest To:** All OET Staff

<p><b>Subject</b></p>	<p><i>Branding Standards</i></p> <p>The Executive Director’s Office has requested all staff use a standard voicemail greeting and email signature to comply with the Department for Workforce Investment branding standards. This promising practice also provides instructions for assistance with transferring and forwarding phone calls.</p>
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<p><b>Standard Phone Greeting</b></p>	<p>When answering an incoming call, all staff must use this standard greeting:</p> <p><b><i>“Thank you for calling the Kentucky Career Center (state the office location). This is (state your name). How can I help you?”</i></b></p>
<p><b>Standard Voicemail Greeting</b></p>  <p>Voice Mail Instructions.pdf</p>	<p>Use the attached Voice Mail Instructions when setting up your voicemail box. All staff are required to use this standard voicemail greeting in the beginning of the message:</p> <p><b><i>“You have reached the desk of (state your name) with the Kentucky Career Center (state your office location).”</i></b> – Continue with pertinent information you will need from the caller</p>
<p><b>Transfer or Forward Calls</b></p>  <p>Phone Quick Reference Guide.pdf</p>	<p>Transfer and/or forward calls appropriately when necessary by using the attached Phone Quick Reference Guide.</p> <p>Note: When a customer asks for a specific office or employee, transfer them to the requested destination.</p>

**Standard Email  
Signature**

Below is an example of the email signature all employees are required to use.

Name  
Title  
Kentucky Career Center  
Agency  
Branch (if applicable)  
Address (if applicable)  
Phone number  
Cell phone number (if applicable)  
Fax number (if applicable)  
Email address



- The font must be Arial
- The KCC logo should be placed at the bottom of the signature (as shown)
- All quotes and sayings must be removed from the bottom of the message
- Email backgrounds are prohibited