

Welcome

Wendi Brick, President & CEO

On April 27, 2011 something momentous happened. The White House issued a Presidential Executive Order to all federal agencies to streamline processes and improve customer satisfaction. A link to the EO language is posted at www.theCSAedge.com.

When we talk about improving service, lots of people think we mean "be nice to people." As a reader of The CSA Edge, you know that's part of it, but it's only 1/3 of the equation. The other two thirds are "accuracy of information" and "speed." If you are really nice to me, but give me the wrong answer, or a different answer than the person I talked to last time, that's not good service. If you are nice to me and have the right information, but the processes takes forever to get resolution, that's not good service either.

Focusing on these core concepts in your organization will make a fundamental difference in the way you do business and customer satisfaction levels will skyrocket. Focusing on these core concepts in your individual day-to-day activities will make a fundamental difference in your personal success as well.

This EO only affects federal agencies, but the message is clear. If you work for a local agency (City/County) how will you meet these expectations? If you work for a business, how will you implement these core concepts to improve sales and increase customer retention? Take up this challenge and make your efforts even more successful!

CSA News

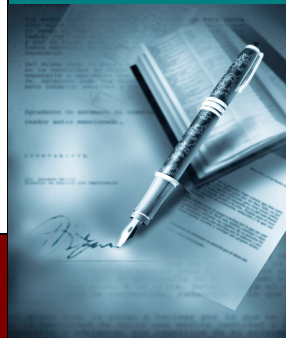
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www.TheScienceOfService.info
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The Six Essential Elements For Creating a Culture of Service

1. Set Expectations – in writing, email, phone in person, driving, and any other way your team might make an impression on customers or potential customers.
2. Train Your Team – managers and front line staff alike need professional development support to make great impressions in every situation and direction on how to create an atmosphere where great service can thrive.
3. Empower Your Team – push decisions to the front line and focus on building great judgment and individual responsibility. Value your team.
4. Collect feedback – make sure to ask your customers what they think. Include all customer groups and multiple data gathering techniques.
5. Rewards and recognition – thank your team when they meet the service expectations!
6. Process improvement – streamline processes to eliminated wasted non-value added steps.



Whether you are a manager or a front line team member, you can incorporate these six essential elements into your daily routine.

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We look forward to hearing from you!