



The CSA Edge

Summer 2016 Issue

Your Quarterly Newsletter from
Customer Service Advantage, Inc.

Welcome to CSA, Inc.'s Summer 2016 Newsletter

Well, we're smack dab in the middle of another summer, and while the song says that this is a time when "the livin' is easy," those of us in the public sector know differently: there is no time of the year when we can "ease up" on our efforts to provide the best possible service to our customers.

Welcome to the Summer 2016 issue of The CSA Edge. While it's true that many of us look forward to some well-earned time away from the office during the summer months, the jobs that we do still need to be done! That's why it's even more important at this time of year that we take stock of both our external and internal customer service skills to make sure that we continue to provide great support to customers who depend on us for the services that impact their lives.



In this issue of The CSA Edge Newsletter, we'll take a look at several topics:

- A recap of my participation in the ISO/COPOLCO "Standards as Solutions" Workshop in Geneva, Switzerland
- Some great tips on ways to advance your career as a government employee
- Another in our series of "Getting to Know Us" staff profiles
- How to attract the next generation of workers – the Millennials – into the public sector workforce
- And Giving Back – this quarter's focus is on the San Diego Humane Society's "Project Wildlife"

Thank you again for your continued efforts to provide great customer service!

Wendi Brick, President & CEO
Customer Service Advantage, Inc.

Wendi's Participation in the ISO's "Global Services: ISO Standards as Solutions" a Big Success

Wendi was invited to Geneva, Switzerland in June to participate in an ISO Workshop and present her insights on establishing service standards in public sector organizations, and she had the opportunity to address over 200 participants from 100+ different countries. Wendi was congratulated by ISO Secretary General Kevin



McKinley as having "contributed to the success of this event and helped shaped our thinking about ISO's future orientations in service standardization."

As part of the proceedings, Wendi was interviewed live on Facebook after her panel discussion, during which she had an opportunity to discuss this topic in more detail. To see Wendi's interview from the Mövenpick, Geneva, please [click here](#).

How To Advance Your Career in Government Work

By Allison Freeland, writing on govloop.com

Advancing one's career is a goal of practically every American worker, and it's no different when working in the public sector. If you're looking to get a promotion, a raise, or just a jump start on your professional life, here are some valuable tips that will help you advance your career as a government worker. Please [click here](#) to read more...



CSA, Inc. is Hiring

We're Looking for a Top-Notch Training & Professional Development Specialist Who's Got Talent & Tenacity

Are you – or is someone you know – an experienced training professional who's a self-starting, creative, independent problem-solver who's ready to work in a dynamic, high-energy environment? The candidate we're looking for will provide classroom training AND be lead on training product development, such as eLearning and creating and packaging Train-the-Trainers programs. Public sector experience is a must, and call center familiarity is preferred. For all the details and how to apply, please [click here](#).



Getting to Know Us... Shelly Villalobos Confidential Analyst



Relationships matter! When CSA, Inc.'s team members work with clients to deliver great programs and results, we strive to establish meaningful ties with our clients' project teams.

To that end, we will feature one of our team members in each issue of The CSA Edge Newsletter so you can get

to know more about us. In this issue, we spotlight Shelly Villalobos, Confidential

Analyst. Please [click here](#) to "Get to Know" Shelly a little better!



Millennials in Government -- How to Attract the Next-Generation Workforce

By Franco Alamfi, writing on [govloop.com](#)

Government agencies today are facing unprecedented workforce challenges. The twin realities of the "Silver Tsunami" Baby Boomer retirement wave combined with a need to attract and retain new talent – especially sought-after Millennials – has created pressing new urgencies for HR organizations. The focus now has to be on attracting the next generation of workers to government, but how do you do it?" Please [click here](#) to read on...



Would You Like to Host a Future CSA, Inc. Customer Service Skills Workshop? (Your agency will receive 3 free registrations!)



Customer Service Advantage, Inc., is conducting an ongoing series of "Open Workshops" that focus on Customer Service Skills for All Public Sector Agencies, and we're looking for cities or counties that would be interested in hosting one of our 2016 events.

If you work for a public sector agency or educational institution and would like to showcase your organization – and send three of your staff to a Customer Service Skills Workshop for free (an \$800 value) – we would like to speak with you. Please contact Ray Esonis, Business Development Associate, at 760-803-2004, or email him at resonis@theCSAedge.com.

Giving Back: This Quarter, the CSA Team Supports...

The San Diego Humane Society's Project Wildlife



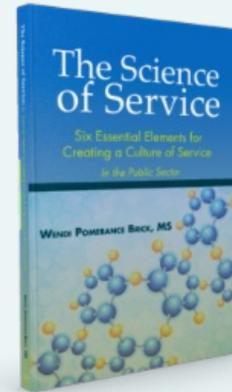
Project Wildlife's mission is to improve the quality of life for local wildlife and the community, serving as the primary resource for animal rehabilitation and conservation education.

Since 1972, Project Wildlife's dedicated staff and volunteers have given injured, orphaned, and sick wild animals a second chance at life. This commitment to helping wild animals has grown tremendously and Project Wildlife is now one of the largest wildlife rehabilitation organizations in the country. Their staff and volunteers help nearly 10,000 birds and mammals each year and have cared for more than 320 species to

date. To learn more and to make your donation to this important effort, please [click here](#).

The Blueprint for Exceptional Customer Service in the Public Sector

Wendi Brick's groundbreaking book is the ultimate blueprint for every organization that provides service to the public. Offering practical, proven solutions based on real-world, everyday experience, *The Science of Service* delivers mission-critical tips and proven techniques for success. And the "6 Essential Elements" detailed in her book provide the framework for every program and service we offer.



To learn more about providing great service to your customers, order your copy today. And for orders of two or more copies, please contact CSA, Inc. directly at info@theCSAEdge.com or 760-690-6025 to save on shipping costs. www.TheScienceofService.info

If you have questions, or would like additional information, please contact us! info@theCSAEdge.com / 760.690-6025 / www.theCSAEdge.com

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