



Canutillo Independent School District Internal Audit

Excellence Through Integrity and Innovation

ACHIEVING SERVICE EXCELLENCE

Canutillo ISD is committed in creating a culture of customer service excellence in which students, parents, visitors, and community partners feel welcomed and valued, and where they can expect the highest quality service. The goal is to put the student/customer at the center of everything we do. Creating a culture of customer service excellence will enhance what is in place now and ensure sustainability in the future.

GUIDANCE FOR CUSTOMER SERVICE STANDARDS

Service excellence begins with understanding who our customers are and asking them what is important to them. The manner in which customers are treated, while trying to solve their issue, will go a long way toward how they perceive customer service at your campus or department.

Here are some helpful Service Standards:

Responsive:

- Act in a timely manner, be available and be helpful
- Be dependable by following up and following through on promises
- Be professional in your image, attitude, and work
- Be informative by providing clear and accurate information and solutions
- Assume responsibility of assisting or directing customers
- Phrases to avoid "We're short staffed" or "It's not my job"

Maintain Confidentiality:

- Ensure confidentiality and privacy of students and their families
- Avoid discussing office business or sensitive issues in public
- Discuss the customer's personal issues in a private setting

Environment:

- Use good judgment and take appropriate action
- Follow safety procedures and apply proper training
- Promote and maintain a safe work environment
- Evaluate and protect against risks to the district
- Take responsibility for a clean environment
- Comply with laws and regulations

Efficient:

- Take pride in your work, be organized, and productive
- Perform with care and accuracy
- Do it right the first time
- Use the right tools to get the job done
- Apologize for any delays customers experience

Communication:

- Be courteous, patient, polite, and respectful
- Actively listen to the customer's concerns and needs
- Show understanding and be considerate
- Be flexible to the needs of the customer
- Use positive body language, example smile

Telephone Etiquette:

- Answer phones professionally & promptly-within 3 rings
- Return calls promptly – within 24 hours
- Smile when talking on the phone
- Speak clearly with courtesy & care
- Ensure the caller speaks to an informed staff member
- Thank the caller for holding



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Street Address: 7965 Artcraft Rd. • El Paso, TX 79932 | Mailing Address: P.O. Box 100 • Canutillo, TX 79835
Phone (915) 877-7515 • Fax (915) 877-7415 • www.canutillo-isd.org

The Canutillo Independent School District does not discriminate on the basis of race, color, national origin, gender, age or disability in its employment practices, or in providing education services, activities and programs, including technical education programs.



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RECOGNITION & REWARDS

A recognition and rewards system draws special attention to employee actions, efforts, behavior, and performance. This component helps support and promote customer service guidance standards. Here are a few ways to foster recognition:

- Create recognition events where employees are recognized publicly
- Use social media as a platform to post employee accomplishments
- Reward those named in customer surveys
- Empower peers to celebrate each other's work
- Align rewards to the vision, mission, and goals of the district
- Provide and communicate services that improve work/life balance
- Send congratulatory notes

MAKE A COMMITMENT TO COLLEAGUES

Employees are linked to one another by a common purpose; to serve the students, their families, and the community. Co-workers are teammates and making a commitment to colleagues will strengthen the service we provide:

- Display professional courtesy, show sensitivity and consideration for others
- Treat co-workers as professionals, with dignity and respect
- Cooperate in the workplace
- Mentor and coach team members daily
- Ensure individual accountability
- Praise in public, coach in private
- Be a positive role model for co-workers
- Give honest feedback and avoid gossip
- Identify better ways to serve customers
- Promote collaboration, cooperation and teamwork every day
- Avoid criticizing, condemning, complaining, and negativity
- Avoid embarrassing fellow staff members in the presence of others

SERVICE RECOVERY PROCESS: NAVIGATE THROUGH THESE STEPS WHEN HANDLING COMPLAINTS

Hear the Complaint

- Listen, listen, listen
- Don't interrupt
- Avoid a defensive response
- Don't take the complaint personally

Empathize & Evaluate

- Put yourself in their shoes
- Evaluate who needs to be involved to resolve the issue as quickly as possible

Apologize

- Don't make excuses
- Don't place blame
- Simply say "I'm sorry, clearly we have not met your expectations"



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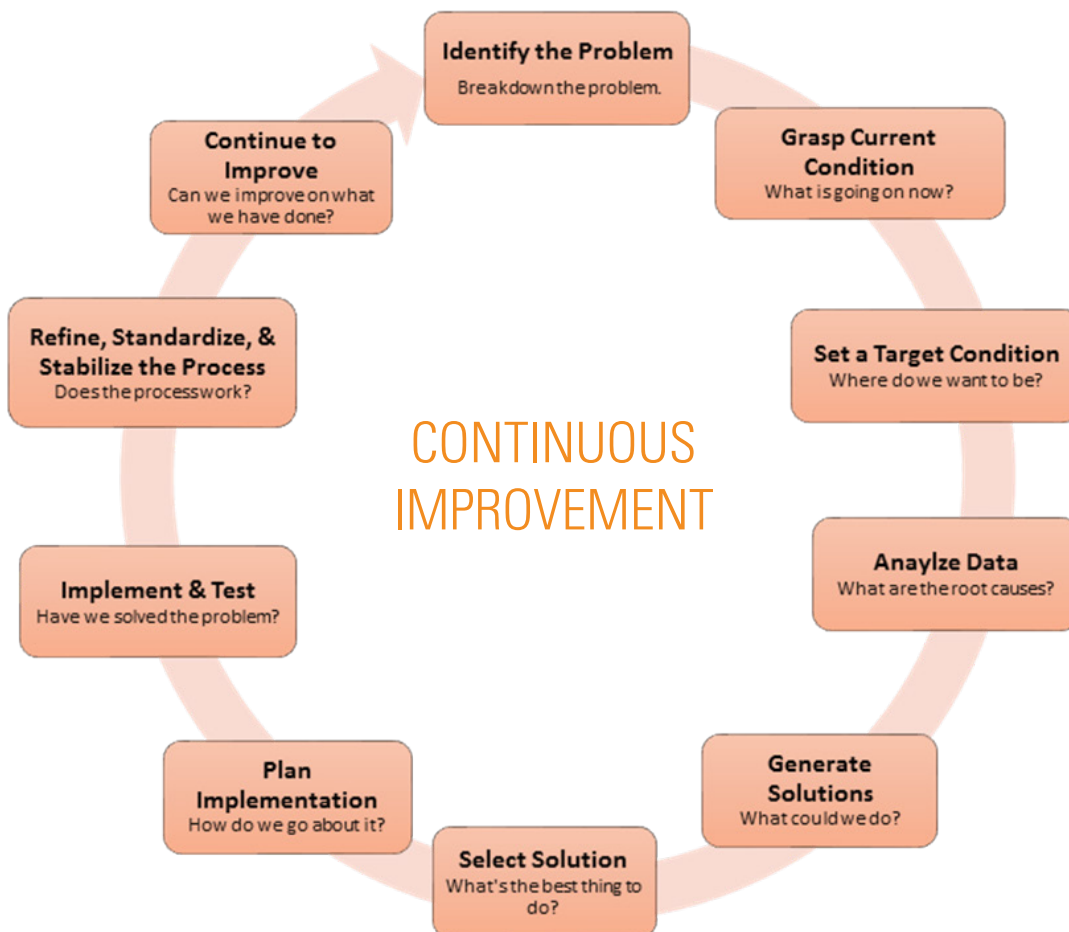


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CONTINUOUS IMPROVEMENT: THE PROBLEM SOLVING PROCESS

Stakeholder feedback is critical for improving service. Actively seeking feedback, drives efforts to improve the services and the work we do. It also provides the opportunity to identify gaps of service and evaluate processes where issues may exist.



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