



# *The CSA Edge*

*Fall 2015 Issue*

Your Quarterly Newsletter from  
Customer Service Advantage, Inc.

## **On behalf of the entire team at Customer Service Advantage, Inc., welcome to our Fall 2015 Newsletter!**

Wow, where is the year going?? Like everything else, it seems – it's going fast! Here we are in the last quarter of 2015 with the holiday season just around the corner and 2016 on the horizon. It's exciting just to think about it!

For many of us, the end of the year means fun holidays and parties, special times with family and friends, reflecting on what we've accomplished over the past months, and maybe a little time off to spend with loved ones. As we all know, however, great customer service can never take time off – it's an "all day, every day we're on the job" commitment.



That's why we at CSA, Inc. stay fully focused on helping our public sector clients learn what it takes to deliver outstanding customer service, whether it be through training and workshops, assessments of current practices with action items identified, or business process improvement strategies. In other words, continuous improvement!

In this issue of The CSA Edge Newsletter, we'll look into a variety of topics that are of interest to our public sector clients, including:

- An announcement about our next Customer Service Skills Workshop For All Public Sector Agencies being hosted by the City of La Habra Police Department
- An interesting article that explains how introverts can outperform their more outspoken colleagues
- A feature from govloop.com that asks, "what's the primary ingredient of great customer service, people or technology?"
- A compelling story that talks about making it "psychologically safe" for team members to discuss important issues with their supervisors
- And Giving Back – this quarter spotlighting Operation HOPE - Vista



Thank you again for your continued efforts to provide great customer service, and I hope you and yours have a wonderful holiday season!

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

## **Announcing Our Next Customer Service Skills Workshop for All Public Sector Agencies**

CSA, Inc. is holding another in its series of successful Customer Service Skills Workshops for All Public Sector Agencies, focusing on the essential elements of delivering great customer service in government organizations.

Our next Workshop will take place on **Wednesday, December 2, 2015, hosted by the City of La Habra Police Department.** We hope you'll consider registering one or more of your staff members for this intensive, highly interactive class designed to provide all those who provide service to the public with the skills they need to be the very best. For all the details and registration information, please [click here](#).



### **Are You an Introvert Surrounded by a Lot of Extroverts on Your Team?**

Introverts often find it challenging to have their voices heard when competing against colleagues who are outspoken and highly opinionated – i.e., the extroverts on the team.

If you're one of those introverts – or if you supervise a team that consists of one or more introverts – do not despair! Introverts have special skills and characteristics that can often help them outperform those around them who shout the loudest. Click on the link below to learn more from Bill Murphy Jr. as posted recently on Inc.com.

[9 Ways Introverts Can \(Quietly\) Outperform All the Loud People Around Them](#)

### **What's the Primary Ingredient of Great Customer Service in Government? (Hint -- it's not the technology you're using)**

*From Mariah Bastin on govloop.com:*

Government leaders are all hyped about integrating the newest technological innovations into their agency to improve customer service, but we may have forgotten a step or two along the way. Although technological advancements do provide some avenues to bettering the services governments provide to their constituents, we have to remind ourselves about the basics of customer service. Great customer service starts with employee engagement - not technology... [read more](#)



### **Are You a Supervisor Who Makes it Easy, and Safe, For Your Team Members to Speak Honestly?**



Managers have many hats to wear, none more important than ensuring that team members feel confident in their ability to speak honestly with you about issues they're facing. If you build an environment in which team members feel "psychologically safe" in discussing their concerns, you'll have gone a long way to building a happy, productive team. To learn more about this topic from Ilan Mochari, Senior Writer for Inc.com, please [click here](#).

## Would Your Agency Like to Host an Upcoming *Customer Service Skills Workshop*? (you'll get 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 government agency 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](mailto:resonis@theCSAedge.com).

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

### Operation HOPE Vista

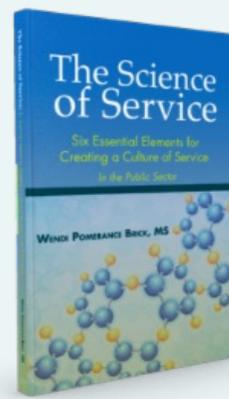
*"Providing a safe environment for homeless families with children and single women to help support rebuilding lives and regaining HOPE."*



Operation HOPE - Vista (Homeless Outreach Providing Encouragement) evolved out of a need identified by the City of Vista (CA) in 2003. The City reached out to members of the faith community to come together to discuss providing shelter for homeless families with children. For more information about this life-saving program 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](mailto:info@theCSAEdge.com) or 760-690-6025 to save on shipping costs. [www.TheScienceofService.info](http://www.TheScienceofService.info)

If you have questions, or would like additional information, please contact us! [info@theCSAEdge.com](mailto:info@theCSAEdge.com) / 760.690-6025 / [www.theCSAEdge.com](http://www.theCSAEdge.com)

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