



The CSA Edge

Spring 2016 Issue

Your Quarterly Newsletter from
Customer Service Advantage, Inc.



Welcome to CSA, Inc.'s Spring 2016 Newsletter

To quote the poet Shelley, "O, wind, if Winter comes, can Spring be far behind?" Well, Spring is here, ushering in that wonderful time of year when "everything old is new again!" And with that in mind, I would like to welcome you to CSA, Inc.'s Spring 2016 Newsletter.

While Nature is experiencing its annual renewal, there's another renewal – or "re-commitment" – taking place among many of our nation's forward-thinking public sector agencies. It's a reinvigorated emphasis on the importance of delivering the best possible experience to their customers.

At CSA, Inc. we're witnessing this renewed commitment to service excellence first-hand as many clients, old and new, are looking at innovative ways to ensure that they're delivering world-class service to the public. We applaud this growing trend and are doing our part to help government agencies and educational institutions become the best they can be when it comes to service delivery.

In this issue of The CSA Edge Newsletter, we'll take a look at several topics that are of interest to public sector agencies, including:

- An announcement of our next Customer Service Skills Workshop For All Public Sector Agencies being hosted by the City of Azusa
- Wendi Brick's invitation to participate in the ISO/COPOLCO Conference in Geneva, Switzerland
- An enlightening article on ways to build teamwork between Boomers and Millennials in public sector agencies
- Another in our series of "Getting to Know Us" staff profiles
- An interesting article on the importance of communicating clearly with our customers
- And Giving Back – Junior Achievement of San Diego County



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

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

CSA, Inc. Salutes All Public Sector Employees During Public Service Recognition Week -- This Week! (and every week!)

Celebrated the first week of May since 1985, Public Service Recognition Week (PSRW) is organized annually by the Public Employees Roundtable (PER) and its member



organizations to honor the men and women who serve our nation as federal, state, county and local government employees. To each and every public service

employee in the country, CSA, Inc. salutes you and congratulates you for your outstanding commitment! For more information, please [click here](#).

Wendi Brick to Participate as a Panelist in ISO's Upcoming Workshop in Geneva!

Wendi Brick will participate as a panelist in the International Organization for Standardization's Committee on Consumer Policy (ISO/COPOLCO) Workshop "Global Services: ISO Standards as Solutions" taking place in Geneva, Switzerland, June 13-14, 2016. Congratulations Wendi!

Wendi will represent the perspective of customer service in government/public agencies. She will join a panel of distinguished thought leaders to discuss what users expect in relation to the provision of services; good examples and bad examples in service provision and the impact to them as users; and how could ISO standards help in the provision of services. For more information about the workshop, please [click here](#).

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

July 13, 2016 -- hosted by the City of Azusa

CSA, Inc. has scheduled the next in its series of popular Customer Service Skills Workshops for All Public Sector Agencies that focuses on the essential elements of delivering great customer service in government organizations.



Returning to LA County, our next Workshop will take place on **Wednesday, July 13, 2016, hosted by the City of Azusa**. We hope you'll consider registering one or more of your staff members for this in-depth, highly interactive class designed exclusively for public sector employees who want to learn the skills they need to deliver the best possible service to their customer. We'll send everyone more details and registration information soon... until then,

hold the date!

CSA, Inc. is Hiring!! We're Looking for a Top-Notch Training & Professional

Development Specialist Who's Got Talent & Tenacity

Are you – or 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 facilitation focusing on professional development topics and customer service. Public sector experience is a must, and call center familiarity is preferred. For all the details and how to apply, please [click here](#).



"8 Suggestions For Encouraging Boomers and Millennials To Work Together"

By Heather Kerrigan writing on govloop.com

Pretty much everybody knows the "Boomers in Government" story: expectation of a mass wave of retirement, a downturn in the economy, and now governments are still trying to determine when they should be prepared for the exit of their most tenured workers. With Millennials entering government while the Boomers are still sticking around, it can at times be a clash of cultures. As a manager, what can you do to encourage the two groups to work together in a way that helps everyone? Please [click here](#) for eight tips to get you started!



Getting to Know Us... Timothy Pagano Business Development/Account Manager



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 a little more about us. In this issue, we spotlight Tim Pagano, Business Development/Account Manager. Please [click here](#) to "Get to Know" Tim just a little better!



"We Say It's Lingo, They Say It's Jargon: Using Plain Language to Connect With Our Customers"

It's a fact of life working in the public sector: every government agency has its own set of acronyms that, on one hand, allow us to work more efficiently, but on the other hand are frustrating to our customers. The American public has every right to understand the work we do for them, and this article offers some useful tips on how to ensure that we're communicating with our customers in a meaningful way. Please [Click here](#) for more.



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...

Junior Achievement of San Diego County

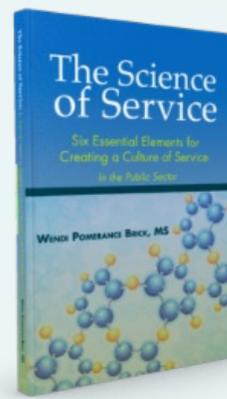


Junior Achievement of San Diego County was founded in 1950 with the mission of empowering young people to own their economic success.

Since 1950, Junior Achievement of San Diego County has provided life-changing programs to more than 730,000 youth – both in the classroom and after school – to foster an understanding of how the "real world" works. To ensure youth are prepared for their future, JA teaches them how to get a job, start a business and how to manage money. 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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