



The CSA Edge

Winter 2016 Issue

Your Quarterly Newsletter from
Customer Service Advantage, Inc.

Welcome to CSA, Inc.'s Winter 2016 Newsletter

On behalf of the entire team at Customer Service Advantage, Inc., I would like to wish all our readers a belated Happy New Year! Here's hoping that 2016 is a great year for you and your organization.

With the start of a new year, many of us make resolutions to improve our lives in some meaningful way. I like this practice because, in my opinion, the vast majority of people really want to be their best, and do their best, and that the effort they put forth will keep moving them ahead. It's this concept of improvement – *continuous improvement* – that's at the core of our own New Year's resolution: *to be the best we can be by offering our clients proven pathways to world-class customer service.*



This is shaping up to be a banner year for the many government agencies and educational institutions that are embracing a renewed commitment to delivering the best customer service possible. It's truly an exciting time to be in public service, and we look forward to working with our clients to make their service improvement goals a reality!

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 about our next Customer Service Skills Workshop For All Public Sector Agencies being hosted by the City of Novato – the first one we've held in Northern California
- A preview of the ICMI Annual Conference & Exposition in Long Beach where CSA, Inc. will be a co-presenter – including a valuable savings offer on registration packages
- An article from govloop.com that explores the relationship between learning and empowerment
- Another in our series of "Getting to Know Us" staff profiles
- An informative article from Inc.com that reinforces the value of consistent, continuous improvement
- And Giving Back – Make-A-Wish San Diego

Thank you again for your continued efforts to provide great customer service, and I hope you and yours have a happy and healthy 2016!

Wendi Brick, President & CEO



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

February 24, 2016, hosted by the City of Novato

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

For the first time in the San Francisco Bay Area, our next Workshop will take place on **Wednesday, February 24, 2016, hosted by the City of Novato**. 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](#).



Planning to Attend the ICMI Contact Center Expo & Conference in May? Save on Your Conference Registration Package!

Customer Service Advantage, Inc. is proud to have been invited to co-present with San Diego County's Aging & Independence Services, Health & Human Services Department at this year's ICMI Annual Contact Center Expo & Conference at the Long Beach Convention Center.



The presentation – titled "**Customer Experience Drives Program Performance**" – will be delivered on Thursday, May 12th, from 2:45 pm to 3:45 pm. And for our readers who are planning to attend, here is a special discount offer to save on your registration fee.

Simply click the link below and enter the promo code **SPKR** to save \$200 of all conference packages. And if you register during the early-bird period – before March 18 – you'll save a total of \$400. We hope to see you there!

www.icmi.com/Contact-Center-Expo-Conference/About

Want to Empower Your Employees? Let Them Learn!

From Mariah Bastin writing on govloop.com:

Return on Investment, otherwise known as ROI, doesn't always have to be applied

to business. It can be applied to various areas of your life. In fact, ROI can even be applied to your government employees through learning. Investing in your employees by empowering them through effective learning is one of the best decisions you could make as an employer...[read more](#)



Getting to Know Us... Ariel De La Fuente, Confidential Analyst



Relationships matter! When CSA, Inc. team members work with clients to deliver great programs and results, we strive to establish meaningful ties within the 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 us at a deeper level. In this issue, we'll spotlight Ariel De La Fuente, Confidential Analyst. Please "Get to Know" Ariel just a little better by [clicking here](#).



Speaking of Continuous Improvement..

Continuous Improvement is the mantra of Customer Service Advantage, Inc.– never stop improving, never stop looking for ways to do things better and more efficiently. We can also think of this as "consistent" and "incremental" improvement by establishing clear goals and proceeding with a logical, step-by-step approach to achieving those improvement goals.



A fascinating article by Rhett Power writing on Inc.com illustrates how we can maximize productivity through the application of consistent and Incremental Improvement.. To read more, [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.

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

Make-A-Wish San Diego

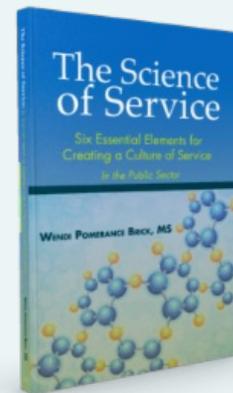
Make-A-Wish grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy



Since 1980, Make-A-Wish has played a unique and vital role in helping strengthen and empower children battling life-threatening medical conditions. Make-A-Wish San Diego grants wishes to eligible children in San Diego and Imperial Counties. 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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