

CUSTOMER SERVICE STANDARDS

Customer Service in the Fort Worth Independent School District is our intentional effort to understand and exceed our customers’ needs in a responsive and positive manner. In order to fulfill this commitment and guide our customer interactions, we adopt the following standards for service:

standard one

WE WILL APPLY OUR KNOWLEDGE, EXPERIENCE AND SKILLS TO ENSURE OPTIMAL OUTCOMES

- Embed motto, mission, vision and values in all processes.
- Expand knowledge through engagement in professional development
- Seek leadership development opportunities
- Follow the Fort Worth ISD *Threads for Success* professional dress guidelines

standard two

WE WILL WELCOME OUR DIVERSE COMMUNITY OF CUSTOMERS WITH A PROFESSIONAL MANNER AND POSITIVE ATMOSPHERE

- Treat everyone with respect and dignity
- Acknowledge ALL customers
- Provide an interpreter to assist non-English speaking customers
- Maintain confidentiality and privacy
- Provide consistent and timely service

standard three

WE WILL MAINTAIN FACILITIES AND EQUIPMENT THAT ARE EASILY ACCESSIBLE, CLEAN AND SAFE

- Create an inviting, family-friendly environment in all District facilities
- Ensure all facilities are easy to navigate and signage is visible and understandable
- Operate and maintain the infrastructure essential to support campus functions and growth
- Promote safety through adherence to Fort Worth ISD *Know the Plan* procedures

standard four

WE WILL LISTEN TO OUR CUSTOMERS TO IDENTIFY THEIR INDIVIDUAL AND UNIQUE NEEDS

- Actively listen in order to understand customer needs
- Acknowledge customer experiences and obstacles
- Seek to build positive relationships in customer interactions

standard five

WE WILL PROVIDE ACCURATE AND TIMELY CUSTOMER-SPECIFIC RESPONSES AND SOLICIT FEEDBACK

- Exhibit willingness to help and respond to requests in a timely manner
- Demonstrate commitment and perseverance when proactively problem-solving
- Refrain from blaming others
- Make reasonable accommodations when possible
- Solicit feedback to ensure customer satisfaction

standard six

WE WILL REGULARLY ASSESS OUR CUSTOMER SERVICE PERFORMANCE AND REFINE OUR PRACTICES TO ENSURE CONTINUOUS IMPROVEMENT

- Engage in stakeholder collaboration
- Seek and value the voice of the customer to continuously improve
- Use continuous improvement tools and techniques



FORT WORTH ISD customer service LEADER GUIDE

EXCEPTIONAL CUSTOMER SERVICE 1, 2, 3 IS AS EASY AS

Customer Service in the Fort Worth ISD is our intentional effort to understand and exceed our customers' needs in a responsive and positive manner. You can move your customer service from average to exceptional in three easy steps.

1ST

Reinforce staff knowledge of the Fort Worth ISD Customer Service Standards and Communication Guidelines.

- Ensure your staff receives Districtwide customer service training.
- Post the monthly standard poster in employee areas to reinforce importance.
- Review the Fort Worth ISD Customer Service Communication Guidelines to ensure all employees understand expectations.
- Include one or more of the monthly customer service strategies in your staff meetings
- Model exceptional customer service in ALL interactions. Remember, we are each other's customers.

2ND

Celebrate customer service successes by recognizing and rewarding your staff for exceptional customer service.

- Celebrate the efforts of your employees recognized through online customer service feedback or quality checks by using the Fort Worth ISD Customer Service Certificate.
- Engage your staff in creating a recognition program that meets their needs.
- Boost staff morale and motivation by posting comments or letters from customers complimenting your staff.
- Recognize employees who are providing exceptional customer service but haven't been identified through the District's online customer service submission or a quality check.

3RD

Improve your quality of customer service by addressing customer service related Opportunities for Improvement (OFI).

- Review the voice of your customer through customer service feedback provided through the online submissions, quality checks, or surveys.
- Address identified OFIs when they arise.
- Listen to your staff, student, parent, and community suggestions for improving your team's customer service.

CUSTOMER SERVICE STANDARD ALIGNED STRATEGIES

AS A LEADER, IT IS CRITICAL TO KEEP THE CUSTOMER SERVICE STANDARDS AND COMMUNICATION GUIDELINES IN FRONT OF YOUR EMPLOYEES. HERE ARE SOME STRATEGIES FOR REINFORCING CUSTOMER SERVICE AT YOUR LOCATION.

Strategies for Standard One

WE WILL APPLY OUR KNOWLEDGE, EXPERIENCE, AND SKILLS TO ASSURE OPTIMAL OUTCOMES.

- Embed the Fort Worth ISD Motto, Mission, Vision, and Values (MMVV) in processes.
- Begin each meeting with a review of the District MMVV and/or engage your staff in a MMVV related activity.
- Review the Fort Worth ISD *Threads for Success* Professional Dress Guidelines at a staff meeting or distribute through a staff email.
- Provide leadership opportunities for your staff.

Strategies for Standard Two

WE WILL WELCOME OUR DIVERSE COMMUNITY OF CUSTOMERS WITH A PROFESSIONAL MANNER AND POSITIVE ATMOSPHERE.

- Ensure that your location is utilizing technology to enhance customer communication.
- Engage campus and student *It's Not Okay* (INOK) committees in leading activities that reinforce respect, dignity, and cultural competence (see District VPI action plan found in your CEIP).
- Utilize INOK video clips and engaging discussions regarding best practices that promote respect, civility, and integrity.



Strategies for Standard Three

WE WILL MAINTAIN FACILITIES AND EQUIPMENT THAT ARE EASILY ACCESSIBLE, CLEAN AND SAFE.

- Conduct an assessment of your area to ensure resources are current and the overall environment is clean and inviting to customers.
- Maintain all facilities and equipment in working order and provide operational training as needed.
- Review Visitor procedures as it relates to Visitor Management/Access control.
- Conduct your regularly scheduled emergency drills, complete potential hazard worksheet, and after action review.
- Review the Fort Worth ISD *Know the Plan* procedures with staff to help them know what to do in the event of an emergency.
- Ensure that your staff complete required safety trainings.

Strategies for Standard Four

WE WILL LISTEN TO OUR CUSTOMERS TO IDENTIFY THEIR INDIVIDUAL AND UNIQUE NEEDS.

- Review the Fort Worth ISD *Customer Service Communication Guidelines* with staff.
- Review Visitor Procedures and keep them aligned with customer service guidelines.
- Review customer service feedback from District online submissions, quality checks, District surveys (teacher, student, parent, etc.), and engage staff in addressing OFIs.



Strategies for Standard Five

WE WILL PROVIDE ACCURATE AND TIMELY CUSTOMER-SPECIFIC RESPONSES AND SOLICIT FEEDBACK.

- Review the Fort Worth ISD *Customer Service Communication Guidelines* and other customer service resources with staff.
- Add the District online feedback link to email signature.

Strategies for Standard Six

WE WILL REGULARLY ASSESS OUR CUSTOMER SERVICE PERFORMANCE AND REFINE OUR PRACTICES TO ENSURE CONTINUOUS IMPROVEMENT.

- Review customer service feedback from District online submissions, quality checks, District surveys (teacher, student, parent, etc.), and develop a plan for addressing OFIs.
- Utilize the Plan-Do-Study Act (PDSA) cycle in your customer service plan.

