



# Arlington

INDEPENDENT SCHOOL DISTRICT

*More Than a Remarkable Education*

## Customer Service Framework Facts

The Arlington ISD has prepared a customer service framework to improve customer service provided to all stakeholders and foster a districtwide culture of respect, integrity and service as set out in the new 2016-2021 *Achieve Today. Excel Tomorrow.* strategic plan. With improved customer service, the district hopes to see customer satisfaction and loyalty rise resulting in an increased investment in the academic success of all students.

A customer service focus group that included teachers, clerks and secretaries, principals, directors, and more from many different departments and campuses met twice to develop this framework. Guided by the idea of AISD Serves, the focus group spelled out what the key components of AISD Serves look and sound like.

- **AccessiBility**: Approachability and ease of contact
- **TangiblEs**: The appearance of physical facilities, equipment, personnel and communication; what customers see, hear and feel when they are in the district
- **Reliability**: Ability to provide service consistently, accurately and on time
- **ResponsiVeness**: Ability to provide quick, high-quality service to our customers
- **Empathy**: Providing caring and individualized attention to customers by providing trust



Examples of the framework include, but are not limited to, being approachable and maintaining eye contact with customers; creating a welcoming environment that includes attractive buildings, grounds and classrooms/offices; being trustworthy and following through on requests; responding quickly and accurately to customers; and practicing active listening and maintaining confidentiality.

After training staff on this framework, the district will design and display materials that highlight customer service standards and expectations and recognize employees who exemplify those standards. We will also seek feedback from stakeholders on how the framework is being actualized and delivered.