

Educational Service District 123



Standard of Service Handbook

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OUR MISSION IN ACTION

One Team...Helping all students realize their dreams and aspirations...We are ESD 123!



Our Core Values



INTEGRITY

We inspire trust by taking responsibility, acting ethically, and encouraging honest and open communication.

RESPECT

We honor the dignity and worth of each person, and welcome the uniqueness of individual talents and expertise.



RELATIONSHIPS

We embrace our teamwork with loyalty and commitment through compassion, dedication, and collaboration.

STEWARDSHIP

We seek balance in our lives and in our work, and strive to care wisely for the time and resources that are entrusted to us.



PERSEVERANCE

We strive to offer the highest quality customer experience with ownership, innovation, and creativity.



ESD 123 Standard of Service

Introduction

The Educational Service District 123's Mission and Core Values help define the agency's identity and purpose. We are One Team... Our staff is committed to providing exceptional customer service experiences in every interaction to reach our mission. "One Team...helping all students realize their dreams and aspirations...We are ESD 123.

The development of this document started with the need to define our agencies expectations. Input from staff lead to an examination of common themes, which resulted in the creation or our standard of service, and its core values.

The purpose of the ESD 123 Standard of Service is to support continuous improvement in the way we interact both internally and externally to provide the highest quality of service to our customers. Each employee plays an important role, and thus, participation is vital. Fostering a culture of excellence in service is solely dependent on the level of commitment and teamwork exhibited by each employee. Without full participation, the standard will not be achieved. Therefore, it is critical that each employee adopts these Core Values and Standard of Service, and bring it to the forefront of their daily work.

ESD 123 Standard of Service

The ESD Standard of Service describes how our team will carry out the five Core Values in our daily work and interactions. We commit to achieving the ESD's Core Values through:

Mission Integration:

One Team...Helping all students realize their dreams and aspirations... We are ESD 123!

- Keep the ESD 123 Mission at the center of all decision-making and business operations (both independently and as a team)

INTEGRITY

We inspire trust by taking responsibility, acting ethically, and encouraging honest and open communication.

- Adhere to all policies, procedures and the ESD Operating Principles
- Consistently act in an honest, ethical and trustworthy manner
- Create an environment that is safe, allows vulnerability, and maintains confidentiality
- Dependable, on-time attendance to work and other commitments
- Consistently complete assignments and expectations
- Complete all mandatory in-service and other employment requirements on time
- Avoid all forms of gossip and speaking negatively about others and the agency

RESPECT

We honor the dignity and worth of each person, and welcome the uniqueness of individual talents and expertise.

- Maintain composure in hectic situations; function effectively during times of change and stress
- Effectively prioritize work and respect others' work by giving them proper notice and time to complete assignments
- Treat everyone in a pleasant and friendly manner
- Respond in a timely manner to all forms of communication, e.g., e-mails, voicemails, questions, etc.
- Resolve conflict directly with people involved

RELATIONSHIPS

We embrace our teamwork with loyalty and commitment through compassion, dedication, and collaboration.

- Build a culture of true caring through personal behavior and interactions
- Develop a deep understanding of customers' perspectives and needs, and work to meet their expectations
- Gather ideas and perspectives before making judgments and decisions
- Actively demonstrate intentional listening skills by maintaining focus and responding appropriately when engaging in conversations
- Resolve complaints at the lowest level possible and restore trust with co-workers and customers
- Maintain constructive and supportive relationships with all individuals and departments and help to develop others to be successful

STEWARDSHIP

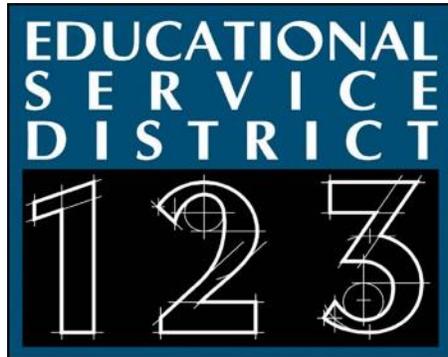
We seek balance in our lives and in our work, and strive to care wisely for the time and resources that are entrusted to us.

- Perform essential functions/competencies and follow safe work practices
- Watch for team members who need help and offer it willingly
- Work to protect the valuable resources entrusted to us by partners
- Be resourceful. Optimize and apply all of the resources of our community to fulfill our mission
- Evaluate opportunities against both mission and agency concerns
- Balance work and home demands for a better quality of life

PERSEVERANCE

We strive to offer the highest quality customer experience with ownership, innovation, and creativity.

- Remain proactive while seeking to understand changes and helping to implement them
- Take a “see-it, own-it, solve-it, do-it” approach
- Fully engage in the job, team and organizational roles, and seek the information needed to make good decisions
- Go beyond the normal job duties to meet the needs of customers



Standard of Service

Guidelines & Resources

Display Positive Attitude

What this means:

- Having a “can-do” attitude.
- Contribute to a positive work environment where people feel supported to do their best.
- Understand the impact of attitude.
- Create a lasting impression.
- Customers and colleagues are not an interruption to my work; they are the reason for my work! I will serve them by providing high quality service with care and courtesy.

What this looks like:

- Smile every time I greet someone and every time I answer the phone (I know that a smile can be heard as well as seen).
- Be sincere, courteous and friendly in all my interactions with customers and co-workers.
- Be aware of and respect the religious and cultural difference of customers, co-workers, and other community members.
- Take pride in my work and in our agency. Show confidence knowing that what I do is important and essential. Build confidence in others by showing support and appreciation for their work.
- Tell customers and others what I can do for them, not what I can't do for them. Never take the attitude of “it's not my job.”
- Is there anything else I can do for you? I have the time.

Offer Open & Constructive Communication

What this means:

- We are all responsible for answering customer requests, irrespective of our job or role.
- Communicate respectfully with my co-workers and customers and pay close attention to both verbal and non-verbal messages.
- Keep customers and colleagues updated on the status of any delay in service and when they should expect another update.

What this looks like:

- Acknowledge each customer with a smile and a greeting.
- Maintain positive eye contact during face-to-face interactions (It lets people know that I am interested and that I care about them).
- Use “please” and “thank you” frequently.
- “Listen to understand” and do not interrupt.
- Maintain positive communication by being aware of my non-verbal communication, such as my eye contact, posture, tone of voice and facial expressions.
- Avoid using my cell phone for personal use during working hours. If I have to use my cell phone during a break, I will make any necessary calls in non-customer areas.
- Close each customer interaction by asking if there is anything else I can do for them.

Maintain a Clean & Safe Workplace Environment

What this means:

- Promote and maintain a clean environment.
- Take accountability for the appearance of the ESD.

What this looks like:

- Pick up litter and trash from the floor – never walk past it (use universal precautions).
- Clean up spills immediately and report large spills to Maintenance.
- Store equipment in its appropriate location. If equipment must be stored in the corridor, it will be placed on one side and neatly arranged.
- Identify waiting and common areas and help maintain the condition of that area frequently by arranging furniture, discarding outdated brochures, magazines and newspapers.
- Keep workstations neat and tidy by keeping personal items to a minimum and consuming snacks and beverages in break areas.
- Keep walls and doors free of taped-up memos. Help clean and update bulletin boards often — remove old messages in a timely manner.

Take Ownership & Be Accountable

What this means:

- Act as an ambassador of ESD 123 by living the values and taking pride in the organization.

What this looks like:

- Anticipate customer needs and respond courteously to requests.
- Be on time. Start meetings on time.
- Recognize that every interaction is important.
- Do whatever I can to help and actively explore what more I can do to get the desired results.
- Own the issue until it is resolved. This includes appropriate follow-up in a timely manner.
- Remember that while I am in my workplace and even on break, my actions and behavior reflect ESD 123. Therefore, I will be mindful of my surroundings and who can see or hear me.
- Admit to mistakes. Apologize and take action to correct (no one expects perfection, but they do expect honesty).
- Fully accept the responsibilities of my job.
- Always make the effort to anticipate and exceed my customers' needs and expectations.
- Choose a responsible attitude and do not blame others.
- Offer help to people who appear in need of assistance prior to them having to ask for it. I will physically escort a 'lost person'.
- Ensure the safety of customers, visitors and colleagues.
- Make recommendations and offer suggestions for improvement.

Commit to Team Members

What this means:

- Be a team player and know that by helping each other, we help our customers.

What this looks like:

- Welcome and support new employees and help them become part of the work team.
- Offer my help to fellow employees whenever possible.
- Praise my co-workers often.
- Ask permission to provide coaching and feedback to my co-workers and help build confidence in others by providing positive feedback.
- Appreciate feedback and say “thank you”.
- Treat co-workers with honesty, courtesy and respect, and work with them as a team.
- Assume innocence, realizing that my assumptions of someone’s motive may not be accurate.
- Avoid participating in gossip.
- Respect the diversity of my team members.

Powerful Words

Without proper customer service, you can literally watch customers/clients walk out the door and never come back. Remember, there are others who offer some of the same services we do. It is how we perform our services and handle ourselves that sets us apart from the competition. Below are ten key phrases that will assist in providing exceptional customer service.

The 10 most important words:

"I apologize for the mistake. Let me make it right." First, acknowledge the problem by simply listening to your customer (we all want someone to listen to us). Second, apologize. Lastly, fix the problem as quickly as possible.

The 9 most important words:

"Thank you for your partnership. Please choose us again." Always thank your customers for choosing Educational Service District 123. This is also a great time to ask them to tell their colleagues about their excellent experience with Educational Service District 123.

The 8 most important words:

"I'm not positive, but I will find out." Even the best of us don't know everything. If you don't know something, find out as soon as possible.

The 7 most important words:

"What else may I do for you?" See what else you may do to go the extra mile.

The 6 most important words:

"What is most convenient for you?" Customers/clients are happy to hear that someone is looking out for them.

The 5 most important words:

"How may I assist you?" This question reinforces to your customers that you are here for them.

The 4 most important words:

"How did we do?" Always ask for feedback. You will not know exactly how you did, unless you ask.

The 3 most important words:

"Glad you're here!" Customers/clients love to feel welcome and are more likely to return. Return customers/clients are great!

The 2 most important words:

"Thank you." I think we all knew this one. Simple, yet very effective.

"Yes." Customers/clients all love to hear, yes. Become a yes person. Take a moment and reflect on your own experience. When was the last time you felt someone went out of their way to provide outstanding service for you? How did it make you feel? Take these phrases into account when you perfect your customer service skills.

Dress Code Etiquette

ESD 123 Professional Attire Guidelines

ESD 123 is a professional agency providing outstanding service to our clients. Consequently, it is critical that we maintain a professional image that demonstrates pride in our appearance and our agency as well as respect for our clients and those we serve.

While we respect and honor employees' judgment regarding the selection of attire that fits with their professional obligations, we offer the following as recommended guidelines:

Professional Business Attire:

- Slacks and button-front shirt or turtleneck, with a tie as appropriate
- Suits
- Appropriate length dresses/skirts
- Skirts, slacks, or cropped slacks with blouses, shells, vests, cardigans, jackets, sweaters
- Docker-style or cotton pants with collared, button-up shirts

Casual Business Attire:

During the summer and on special approved days, casual business attire is acceptable. Casual business attire, however, is not active/sportswear or at-home attire. The expectation is that we still maintain a professional atmosphere.

Unacceptable Attire (may be deemed to be appropriate wear under certain circumstances such as clean-up days, special events, declared jeans days, etc.):

- Jeans, shorts, capris or cargo-style pants
- Tank tops, t-shirts, or sweatshirts
- See through or low cut clothing
- Visible underwear
- Clothing that exposes midriff
- Sports shoes, including athletic shoes, sports sandals, flip-flops or hiking shoes

Administrators and Human Resource staff can help interpret our business attire guidelines. When in doubt, consult with your supervisor before wearing an item that might be inappropriate.

Please Note: Given that a number of individuals are sensitive to strong scents, we ask employees to minimize their use of personal care products that may produce a strong scent (perfume/cologne, lotion, hair products, etc.).

Have more questions?

The dress code guidelines are on SharePoint. Remember - your department may have additional dress code guidelines specific to your area, so ask your leader if you have any questions.

Greeting Expectations

As an employee, you are the face of ESD 123. The impression you leave with a customer can be the beginning or end of a business relationship. Customer service first starts with a greeting that welcomes the customer/client and leaves a lasting impression.

Excellent customer service requires three key elements: **attentiveness**, **timeliness** and **personalization**.

Tips for Greeting Customers:

1. Define each element according to the type of interaction you have with your customer. For example, answering phone calls requires a courteous and personable greeting, being knowledgeable about business aspects, and fulfilling the customer's request in a timely manner.
2. Create a customer service plan for yourself and be consistent.
3. Pay attention to customer needs. Acknowledge their presence and offer your assistance with a simple question: "Can I assist you with anything today?" If the customer refuses, offer your availability. For example, "I'm available to help you answer any questions or requests you may have."
4. Work efficiently. Fulfill customer requests in an appropriate amount of time. Be as informative as you can about services, products and costs. Inform your customer/client of any delays or unavailable products or services.
5. Personalize every customer/client interaction. Try to use customer surnames. Listen carefully and repeat their requests to ensure you understand them correctly.
6. Always be truthful and exceed the usual expectations.
7. Thank your customer for choosing ESD 123.
8. All ESD 123 locations should use the standard greeting when welcoming customers/clients into our facilities: Point of entry "Welcome to Educational Service District 123. How may I help you?"
9. Immediately greet customers/clients when arriving to their facilities.
10. Treat customers/clients with respect and courtesy. Treat customers/clients in a manner you would want to be treated. Always use customer's/client's name to connect with them (Mr. Jones/Ms. Jones). Always make eye contact. Smile and create a warm, welcoming environment.
11. Answer the phone by the third ring.

Hallway Etiquette:

Exhibit good hallway etiquette by utilizing the 10/20 rule when approaching anyone in the halls. The rule is – at 20 feet, I will make eye contact, and at 10 feet, I will make a verbal acknowledgement.

Name Badges

There is no industry in which name badges are more important than education - whether your role is working directly with students, or the Superintendent, name badges must be worn by all of us, all the time.

Let's take a look at why they are so valuable for quality service:

Research based on 116,000 measured encounters, which identifies that in those organizations where the staff are 'caught' wearing a name badge the overall rating for the customer service experience is 12% higher than in establishments where all the staff aren't wearing a name badge.

Isn't that amazing? So, if the customer's perception of the experience can be influenced so much just by wearing a name badge – Do it, just do it!

1. They save regular visitors from embarrassment if they have forgotten someone's name.
2. They help teachers and school administration distinguish between employees and other customers.
3. If someone knows your name you are no longer 'Marketing' or 'Fiscal'; you are a real person dealing with real people. That's what customer service is all about whether internal or external.
4. The Law of Reciprocity: If the customer knows your name they are more likely to tell you their name.
5. Accountability: It demonstrates that you are not hiding behind anonymity. You are accountable for what you do.
6. It lets our customers know and feel confident that we have the right people working for them at the right time.

Badge Guidelines:

- All staff are required to wear photo identification badges when on duty.
- Badges are not to be worn off ESD 123 or school district property unless performing duties on behalf of ESD 123.
- Badges may not be adorned or altered.
- If a staff member loses his or her badge, he or she may request a replacement from Human Resources.

Badges will include:

- Name: Staff's name will be presented: first name, last name with credentials (optional). Common names are acceptable as first names (i.e., Bill vs. William). Generally, nicknames are not suitable for badges.
- Titles: The title to be used is determined by job description. For staff with multiple functions, the primary responsibility should be listed on the identification badge.
- Lanyard (necklace): Only *ESD 123 Above & Beyond* pins may be attached to the lanyard (necklace).
- Clip-On Badges: Clip-on badges are acceptable, however, badge must be worn above the waist or easy identification and visibility.
- Plastic Badge Holder: Badge picture should be shown through the clear side' of the badge holder for easy identification and visibility.

Sending Emails

Our world relies more and more on email communication, so it is important to follow the basics of email etiquette when you are representing ESD 123. Here are some simple email tips that all ESD 123 associates are required to follow to communicate effectively with colleagues and customers.

Email DOs and DON'Ts:

- Be courteous. Communicate professionally and acknowledge emails in a timely manner.
- Address your contact with the appropriate level of formality. Check the subject and sender fields for accuracy.
- Use proper spelling, grammar and sentence structure. You can set Outlook to automatically check your email for spelling and grammar errors (File » Options » Mail » Spelling and Autocorrect).
- Only use the “Reply to All” option when necessary. Usually, replying to just the sender is the best choice.
- Use ESD 123 approved fonts ONLY. Review SharePoint of the ESD 123 Graphic Standards Guide under Resources and then branding on the Intranet.
- Always include a subject. No subject can get your email flagged as spam.
- Always conclude emails with the ESD 123 standard signature (see below).
- DO NOT TYPE IN ALL CAPS! It’s the equivalent of yelling. Instead, bold your type for proper emphasis.
- Do not use patterned backgrounds or unapproved quotes/sayings. Avoid overusing emoticons and multiple colors.
- Do not use text abbreviations [ex. TTYL (talk to you later) NP (no problem), JK (just kidding), IDK (I don't know)].
- Do not use Return Receipt (RR) on every email. It is viewed as intrusive and/or annoying.
- When to use the Cc: and BCC: fields:
 - Use the “To” Field: For those from whom you would like a response.
 - Use the “Cc” Field: When it is important for those recipients to simply know about the contents of the email, but you don’t need a response from them.
 - Use the “BCC” Field: To send copies of an email to a hidden recipient.
 - Use the “BCC” Field: When emailing a large group of email addresses, to protect the identity of the other email addresses.
- Set your out of office automatic reply to both internal and external emails when gone for more than one day. In Outlook, simply select (File » Automatic Reply) and follow the prompts.

Personal Signatures (Review SharePoint of the ESD 123 Graphic Standards Guide on the Intranet):

To set your signature, open a new message. On the Message tab (in the Include group), click Signature, and then click Signatures. On the E-mail Signature tab, click New. Type a name for the signature, and then click OK. In the Edit Signature box, fill in your information. Your signature should include the following:

Employee Name

Title

Educational Service District 123

Office: 509.XXX.XXXX | FX: 509.XXX.XXXX

(Optional) Cell: 509.XXX.XXXX

www.esd123.org

One Team...Helping all students realize their dreams and aspirations...We are ESD 123!

You may elect to include optional items such as a network-approved logo (Review SharePoint of the ESD 123 Graphic Standards Guide on the Intranet).

One Team...Helping all students realize their dreams and aspirations...We are ESD 123!
Integrity | Respect | Relationships | Stewardship | Perseverance

Workplace Timeliness

Is tardiness on the rise in your department? Do you know people who are chronically late for work, for their child's teacher conference or athletic contest, or even for parties and celebrations? As the old saying goes, "they will even be late for their own funeral." Yet, punctuality is one of the key ways that we can positively brand ourselves. Timeliness and time management are core competencies necessary for all types of work. Being on time for work demonstrates commitment and professional courtesy, which are essential characteristics that all companies value in their employees. Punctual employees who practice time management techniques show that they take their work and the work of their colleagues seriously.

Being on time:

- Demonstrates that you are diligent and dependable.
- Indicates that you honor your commitments and you can be trusted.
- Shows that you have respect for other people and that you care as much about their time as your own.
- Sets a good example.
- Builds self-confidence and success.

One of the common attributes of all successful people is that they view their time as a precious resource. When you are late for appointments with people who value their time, you will have wasted one of their most valuable assets and there is a good chance they will view you as irresponsible and disrespectful.

Being on time isn't just about arriving to work on time or being at a meeting on time. How do you demonstrate your timeliness in your work? Consider the following:

- When you schedule phone/conference calls, always be clear about who's responsible for initiating the call.
- Respond to voicemails and emails in a timely fashion.
- Be prepared for meetings.
- Stay on task during meetings.
- If you need to take extra time for lunch break, notify your supervisor. Work time is a precious resource as well.

When Your Best Plan Fails

Circumstances arise and it won't always be possible to be on time. If you are going to be late for an appointment, call as soon as you know you are going to be late. This allows others to plan their schedules accordingly. Being on time is a choice. Remember, there is no downside in showing up early, but there is a significant downside to showing up late. You'll be more efficient, feel more fulfilled and in control, have more energy, achieve what you want to and need to – faster, and enjoy your life more. Being on time will benefit YOU.