

HISD | Service Excellence

PURPOSE

HISD is currently embarking on a new initiative that will transform the way we connect with our customers. It's called Service Excellence, and your participation is essential to our success. This communications plan will outline the methods by which HISD will communicate and promote the Service Philosophy of HISD:

“We improve lives and build trust by providing exceptional service that creates a safe and caring environment.”

This initiative will reach all employees in Business Operations: Transportation, Business Assistance, Nutrition Services, Construction and Facility Services, and the Police Department.

HISD employees already work hard every day to make sure our students have what they need to learn – a safe campus, a hot meal, textbooks and furniture, a ride on the bus, and schools that function properly.

As part of the Business Operations team, you all help make HISD a great school district. You are also key to helping us do even better when it comes to customer service. Consider all the people you come in contact with every day – students, teachers, principals, central office staff, parents, and community members.

FOUNDATION

During the Service Excellence 2-hour workshop, your employees will learn:

- The four key elements that affect the service experience
- Tools for helping employees see the operation through the lens of the student/customer
- A process for ensuring consistent service behaviors across HISD
- A common language for describing service excellence and how to make that language a part of the culture
- Mechanisms for involving employees in ongoing service improvement



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FAQS

What does creating a “culture of service excellence” mean?

Creating a “culture of service excellence” is the process to enhance what is in place now and ensure sustainability in the future. The goal is to put the student/customer at the center of everything we do. The most important factor in creating a culture of Service Excellence is commitment. Without commitment, a service excellence initiative will likely be a “flavor of the month” program that is here today, gone tomorrow. Commitment is required because changing or building a culture takes time. Your department already has a firm foundation of delivering excellent service, this process is to enhance what is in place now and ensure sustainability in the future.



What are the district’s Service Standards?

SAFE:

- Use good judgment and take appropriate action
- Follow safety procedures and apply proper training
- Promote and maintain a safe work environment
- Evaluate and protect against risks to the district

COURTEOUS:

- Listen to the customer’s concerns or needs
- Be flexible to the needs of the customer
- Be patient, polite and respectful
- Show understanding and be considerate

RESPONSIVE:

- Act in a timely manner
- Be available and helpful
- Be dependable by following up and following through on promises
- Be informative by providing accurate information and solutions

EFFICIENT:

- Take pride in your work
- Perform with care, timeliness and accuracy
- Be organized and productive
- Do it right the first time
- Use the right tools to get the job done

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Why is this initiative being implemented now?

We can't afford not to implement this process. If we are going to evolve and improve as an organization, we must give our employees the tools they need to be successful, including a clear understanding of our mission:

“We improve lives and build trust by providing exceptional service that creates a safe and caring environment.”

What has been done so far to create and sustain Service Excellence?

All staff will be invited to attend a 2-hour mandatory session that focuses on the student/customer experience and ways to help improve our service, both internally and externally. Service Excellence training will be rolled out to all 7,000 Business Operations employees by the end of the 2014-2015 school year. This effort is being supported by eight subcommittees all working on ways to build a culture of excellent service:

Communication and Awareness, Recruitment, Orientation and Training, Recognition and Celebration, Measurement, Service Obstacle System, Management Accountability, Core Tools: 'Everything Speaks' Checklist and Service Mapping.

How will I have time to build Service Excellence and do my job?

Every detail of the service environment says something about your job. As leaders, we should use every opportunity to educate our people on the values, heritage and traditions of the organization. We need to provide a foundation for pride.

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As a manager, how should I recognize and measure workplace strength among my employees?

Effective recognition should help an employee know the feeling he/she experiences when providing excellent service. Some of the following questions could be applied:

1. Do I know what is expected of me at work?
2. Do I have the materials and equipment I need to do my work right?
3. At work, do I have the opportunity to do what I do best every day?
4. In the last seven days, have I received recognition or praise for good work?
5. Does my supervisor, or someone at work, seem to care about me as a person?
6. Is there someone at work who encourages my development?

What support will I receive as I try to build a culture of service excellence among my employees?

Service Excellence is a process that is being rolled out to all the 7,000 employees in Business Operations. All managers received eight hours of training in April and May 2014, and are a good resource as you work to build a culture of Service Excellence in your department. Feel free to reach out to your manager with any questions or concerns.

How can I learn more or become more involved?

Service Excellence has eight subcommittees all serving a Leadership Action. All subcommittees are working to improve overall customer service with different areas of focus. If more information is needed or you would like to volunteer, email the Administrator of Service Excellence, Priscilla Martinez at pmarti19@houstonisd.org.

If I have a question, whom should I ask?

Check out each one of our eight subcommittees and reach out to the champion or member of the subcommittee who you feel can best answer your questions.

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