October 1-5 is National Customer Service Week

AISD CARES Newsletter

Building relationships.
Strengthening communities.

CARES Spotlight on John Rocha

Principal, Gordon A. Bailey Middle School

By James Alexander, CS Specialist

In this month’s issue of AISD CARES, we interviewed John Rocha. John is the Principal of Bailey Middle School and has been with Austin ISD for 20 years. He is starting his 5th year at Bailey Middle School.

Mr. Rocha is inspired by his students, especially those who come from challenging backgrounds. Frequently the ones who are not “straight A” students show up every day eager to learn and willing to give their very best effort all of the time. Their desire to learn reminds him of why he became an educator.

I visited John’s campus late last school year and had a fantastic customer experience. That experience was not accidental. The Bailey MS team has spent time discussing memorable exceptional customer service experiences they have had. They went further and identified why those experiences made such a lasting impression and what they could do to utilize those same strategies in their office.

Congratulations, Mr. Rocha, to you and the Bailey MS team! Thank you and your staff for all that you do. Keep up the great work that you are all doing to support your community.

John’s personal belief on customer service is that you have only one chance to make a great first impression, so you better make it count! He acknowledged that leading a campus with 1000 students provides opportunities for dozens of interactions with people at the school. For a specific parent, today’s visit may be the first time they’ve ever been in the school. Their first impression will be a lasting one, so it is important to make it positive and make it count. It is critical to have a smiling, friendly face up front that is ready to welcome and help anyone that comes in. Well stated, Mr. Rocha!
AISD Cares Book of the Month

The AISD CARES Team dedicates this section to books that speak to the vision of AISD CARES. We encourage you to pick up a copy of the book as we found it to be enlightening. All books in this section have been read by the CARES Team.

This month’s book is *Crucial Conversations: Tools for Talking When Stakes are High* by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler. Although this book is not specific to customer service, it’s definitely relevant as we venture to build lasting relationships across departments and communities.

If you are interested in using this book for a department or campus book study, the CARES Team can share a study guide with you. Just email us at aisdcares@austinisd.org.

**CARES TIP OF THE MONTH**

Be sure you’ve answered all of the customer’s questions prior to ending your conversation with a customer, determine whether there are additional ways you can be of assistance. For example, you may ask, “Is there anything else I can do for you today?” or “Do you have any other questions?” This ensures that the customer leaves feeling that they got what they needed. It also lessens the likelihood that they will return or call again because all of their questions were answered.

**WHAT IS NATIONAL CUSTOMER SERVICE WEEK?**

Established in 1984 and proclaimed a national event by the U.S. Congress in 1992, National Customer Service Week is celebrated during the first week of October.

National Customer Service Week recognizes the importance of customer service excellence. This is the first year that Austin ISD has participated in this celebration. Here are a few ways to celebrate customer service in your campus or department.

- Set up balloons around office with words of inspiration.
- Send a note to a co-worker telling them how they make your job easier.
- Hang customer service quotes around the office.
- Recognize stellar employees during a staff meeting.
- Nominate someone for a RAVE.
PHONE GREETINGS

Do you know that the district has a standard phone greeting? The purpose of having a standard greeting is to ensure that all callers receive consistent information at the beginning of every phone call. The greeting should contain the following information:

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Greeting
Campus/Department Name
Employee's Name
Offer of Assistance
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“Good morning. Austin ISD Customer Service. This is Susan. How can I help you today?”

*THE PHONE GREETING IS PART OF THE CUSTOMER SERVICE AUDIT*

ADDITIONAL IDEAS FOR CELEBRATING NATIONAL CUSTOMER SERVICE WEEK

For the creative crew, here are a few more ideas from the CARES Team.

- **Laffy Taffy** - To remind you to keep your sense of HUMOR in a STICKY situation.
- **Smarties** - Because you have all the ANSWERS.
- **Charleston Chews** - Because you always “CHEWS” to have a smile on your face.
- **Tootsie Roll** - Because you play such an important ROLL in this department.
- **Crunch Bar** - Just to let you know how much we appreciate you in a “CRUNCH.”
- **Extra Gum** - Because you are EXTRA special.
- **Fortune Cookies** - Because we are FORTUNATE to have you!
- **Double Bubble** - Because we recognize and appreciate the DOUBLE work you do!
- **100 Grand Bar** - Because you’re worth 100 GRAND!
- **Life Savers** - Because you’re a LIFESAVER!
- **Paper Clips** - Thank you for helping us hold it all TOGETHER!
CONGRATULATIONS!!!

May-Sep 2018 RAVE Winners

The following employees have been recognized for providing outstanding customer service by ensuring an exceptional customer experience is had by those with whom they come into contact. If you would like to recognize a colleague who exemplifies the highest level of customer service in all interactions, please complete a nomination form at www.austinisd.org/customer-service/rave.

Israel Aguirre – Telecom Analyst, Network Support Services
Noemi Alvarado – Help Desk Sp. IV, Customer Support Service
Kim Andersen – Counselor, Leadership Academy
Annette Aron – Temp. Administrator, Pease ES
Debbie Arya – Clerk III, Clayton ES
Veronica Ashton – T.A., Davis ES
Erin Aucoin-Barbier – Coordinator, CAC-Multilingual ED
Susan Bell – Executive Asst. II, Associate Superintendent - Area 2
Melissa Bishop – P-Card/Textbook Sp., CAC - Purchasing
Lesley Borroto Wunnenberg – Teacher, Casey ES
Brenda Bounds – Adm. Asst. II, Learning Support Services
Rhonda Boyer – Asst. Director, CAC - Gifted and Talented
Rubi Campuzano – Bus Driver, Saegert Bus Terminal
Misleydi Cardenas – Custodian I, Davis ES
Osldia Cardenas – Custodian I, Davis ES
Edith Carillo – Food Prod. Specialist II, Food Service

Tim Carrington - Network Analyst IV, MIS-Skyline
Maryalice Castillo – Housekeeping, Service Center
Christina Chapa – HR Tech. I, HR Services
Minh Chau – Field Tech., Customer Support Services
Kathryn Clakley – Coordinator, Transportation
Mark Clark – Bus Driver, Southeast Bus Terminal
Teresa Clement – Admin. Asst. II, Davis ES
Janice Crowder – Payroll Specialist V, Finance/Payroll
Gregory Day – Coordinator, HR-Classified
Yolanda De Hoyos – Admin Asst. III, Service Center
Jane Donart – Teacher Assistant, Davis ES
Debbie Elder – Registrar IV, LBJ Early College HS
Vanessa Estrada – Data Proc. Asst. II, Austin HS
Alison Fears – Administrative Supervisor, State and Federal Accountability
Valerie Fernandez – Acct. Asst., Finance
Alicia Flores – Bus Monitor, Southeast Bus Terminal
Yami Garcia – Configuration Coord., MIS
BUILDING RELATIONSHIPS. STRENGTHENING COMMUNITIES.

Angel Garcia-Chavez – Clerk IV, District Police
Ann Gonzales – Admin. Asst. II, Pease ES
Al Gonzalez – Elec. Tech. III, Service Center Bldg & Grounds
Angel Gonzalez – Luna - Admin. Asst. II, Joslin ES
Diane Grodek – Sous Chef, Food Service
Emily Guillory – Clerk III, Mills ES
Carolina Guyton – Housekeeping, LBJ Early College HS
Rogelio Guzman – Desktop Engineer, Customer Support Services
Aida Hadzlic – Food Serv. Manager, Food Service Manager
Jessica Hart – Budget Analyst, Finance
Poppy Hernandez – Teacher, Gorzycki MS
Abigail Hetrick – Teacher, Patton ES
Toni Holder – Parent Support Sp., Akins HS
Tammy Hopkins -- Admin. Asst. III, CAC-Early Childhood
Alfred Ibarra – Clerk IV, Wooten ES
Daniel Inglish – Data Management Manager, MIS
James Jacob – Field Tech., Customer Support Services
Lari Johnson – Support Specialist MIS, Student Support Services
Blake Jones – Substitute Teacher, Pease ES
Martha Ladyman – Accountant Asst., Finance
Patti LeCornu – Clerical Sub., Substitute Office
Ernest Ledesma – Elec. Tech. III, Service Center Bldg & Grounds
Heather Lee – Training Specialist, Management Info. System
Guillermo Leon – Help Desk Sp. IV, Customer Support Service
Courtney Leonard – System Support Lead, Management Info. System

Charlie Loehr – Elec. Foreman, Service Center Bldg & Grounds
Marlo Malott – MS Principal, O. Henry MS
Shelley May – Technology Coach, CAC
Brittany McCulloch – Teacher, O. Henry MS
Angelita Melgoza – Custodian I, Doss ES
Vicki Meredith – Payroll Spec. IV, CAC-Finance
Heather Merritt – Teacher Sp. Ed., Travis HS
Wendy Mills – Principal, Norman ES
Keith Moore – Principal, Campbell ES
Susie Muenzler – Medicaid Outreach, CAC - Finance
Celeste Nanyes – Head Custodian, Davis ES
Jimmy Joe Natoli – Bus Driver, Saegert Bus Terminal
Louis Orenstein – Teacher, Patton ES
Shawn Pannel – Bus Driver, Saegert Bus Terminal
Josephe Paz – Temp. Classified, Performing Arts Center
Robert Perez – Pest Control Tech., Service Center Bldg & Grounds
Niles Pinkham – Bus Driver, Saegert Bus Terminal
Ronda Pritchard – Teacher, Gullett ES
Karla Pruitt – Instructor, Brooke ES
Kathy Pulid – Clerk V, Science
Erica Ramire – Asst. Principal, Bedichek MS
Jenna Ramirez – Administrative Asst. III, CAC-Science
Edna Rangel – Teacher, Brooke ES
Eric Rios – Elec. Tech. III, Service Center Bldg & Grounds
Rachel Robinson – Temp. Professional, CAC Early Childhood

Elizabeth Rodenas – Bus Driver, Southeast Bus Terminal

Ricci Rodriguez – Clerk IV, Pease ES

Victor Rodriguez – Translator, CAC-Multilingual ED

Ruben Ruiz – Web Master, Management Info. System

Lupe Sanchez – Contreras - Evening Custodian, Service Center


Melinda Servantez – Admin. Supervisor, CAC-Early Childhood

Barbara Springer – Inactive, Davis ES

Kelly Stacy – Adm. Asst., Casis ES

Stephen Stripling – Bus Operator, Nelson Field

Henry Tang – Program Analyst IV, MIS-Skyline

Jennifer Thorn – Teacher, Brooke ES

Samuel Tinnon – Principal, Casis ES

Debra Tompkins – Acct. Tech. I, Paredes MS

Karen Underwood – TA, Davis ES

Maria Vasquez-Valdez – Temp. Classified , Mills ES


Darrell Williams – Grounds Crew Leader, Service Center Building & Grounds

Latasha Wilson – Compliance Coord., Career & Tech. Education

Leslie York – Instructional Materials Specialist, Integrated Technology

James Young – Computer Lab Assistant, Doss ES

AISD CARES

Team

Beverly Reeves, Administrative Supervisor

James Alexander, Customer Service Specialist

Leti Benavides, Administrative Assistant

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