

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 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

Example: 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

Example: 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/