Michael J. Henry
Director of Personnel

LOS ANGELES COUNTY LEARNING ACADEMY

DEPARTMENT OF HUMAN RESOURCES
ORGANIZATIONAL AND EMPLOYEE DEVELOPMENT DIVISION

Board of Supervisors
Gloria Molina
First District

Yvonne B. Burke
Second District

Zev Yaroslavsky
Third District

Don Knabe
Fourth District

Michael D. Antonovich
Fifth District

April 3, 2006

To: All Department Heads

From: Michael J. Henry
Director of Personnel

David E. Janssen
Chief Administrative Officer

Subject: **Customer Service Workshop –May 2006**

We are pleased to announce that the Los Angeles County Learning Academy will be offering a two-day workshop that will benefit your department, your clients, and the community at large – **"Attaining Customer Service Excellence: A Systems Approach,"** presented by Tina Sung. This program is designed for County employees who are leading efforts to improve customer service outcomes and will provide them with the tools to take each department's customer service strategy to the next level.

Tina Sung, nationally recognized leader in the promotion of excellence in workplace learning and performance, will lead this timely new workshop. She is the immediate past President and CEO of the American Society for Training and Development. During the Clinton administration, she served six years as an advisor to the Office of the Vice President's National Performance Review and the National Partnership for Reinventing Government. For seven years, she served on the Malcolm Baldrige National Quality Award Board of Examiners, an award program established by the U.S. Congress to recognize the highest performing organizations in the United States.

The goal of this workshop is to deepen participants' understanding of customer service excellence and then translate that into a plan for action. This workshop will examine the results of the Health and Human Services Customer Satisfaction Survey to determine the County's strengths and opportunities for improvement. Analysis of the new Customer Service and Satisfaction Standards, discussion with peers about current challenges and approaches, and identifying opportunities for collaboration across departments will prepare participants to put together a unique customer service strategy tailored to each department's mission.

Attaining Customer Service Excellence: A Systems Approach
Wednesday, May 3 and Thursday, May 4, 2006
8:30 a.m. – 4:30 p.m.
Carson Community Center
City of Carson

This workshop is designed for managers, assistant managers, and key leaders of your team responsible for customer service excellence. Please help us make this workshop a success by distributing the enclosed brochure and application form to all members of your staff who would benefit from attending.

As always, we appreciate your continuing support of the programs offered by the Academy. If you have any questions, please feel free to call Lu Takeuchi, Senior Human Resources Manager, at (213) 738-2299 or Sarah Palacios of her staff at (213) 738-2129.

DEJ:MJH:TJH
LT:SP

Attachments
c: Administrative Deputies
Personnel Officers
Department Training Coordinators

To enrich lives through effective and caring service

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www.losangelescountyacademy.org

The Los Angeles County Learning Academy

Attaining Customer Service Excellence: A Systems Approach

Please type or print clearly. Incomplete or illegible applications will not be processed.

County Employee Number

Last Name | First Name | Middle Initial

Current Position | Payroll Title (if different) | Item Number

Work Phone | Extension | Fax | Email Address

County Department | Department Number

Work Address | City | Zip Code

PROGRAM COSTS -
Participation in this workshop will require your manager/supervisor's approval and signature. All costs of this workshop, including materials, parking and instruction are paid for by the Academy.

PROGRAM REGISTRATION - Space in this workshop is limited and will be filled on a departmental first-come, first-served basis. **Pre-registration is required and there will be no onsite registration.**

May 3 and 4, 2006 - 8:30 a.m. to 4:30 p.m.
Carson Community Center
801 East Carson Street, Room 107
Carson, CA 90745

Manager or Supervisor's approval is required to attend:

Manager or Supervisor's Signature | Date | Manager or Supervisor's Email

RSVP by April 21, 2006 by returning this form to Sarah Palacios at 3333 Wilshire Blvd., Suite 1000, Los Angeles, CA 90010 or by fax at 213.738.6061.

For questions or to inquire about accommodations needed to participate in this workshop, please call Sarah Palacios at 213.738.2129

Tina Sung is a nationally recognized leader in the promotion of excellence in workplace learning and performance. Ms. Sung recently founded Synergy Works LLC to provide strategy and performance improvement consulting services to the Federal Government, NGOs and Fortune 500 companies. She is a co-founder of the Federal Quality Institute and the immediate past President and CEO of the American Society for Training and Development. Ms. Sung has over 20 years of experience in business and executive management, strategy, marketing, quality, customer satisfaction, human resources, and operations in the public, non-profit, and private sectors. She is an award-winning leader and expert in the quality improvement field. Ms. Sung was the Executive Director of the Federal Quality Consulting Group at the former Vice President's National Performance Review. In addition to her federal work. Ms. Sung served as a Senior Examiner for the Malcolm Baldrige National Quality Award for six years where she evaluated and provided feedback to Fortune 500 executives to improve their companies' performance.

Board of Supervisors

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Don Knabe, Fourth District
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Michael J. Henry
Director of Personnel

The Los Angeles County Learning Academy

County of Los Angeles • Department of Human Resources
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The Los Angeles County Learning Academy

Attaining Customer Service Excellence: A Systems Approach

To Enrich Lives Through Effective and Caring Service

Attaining Customer Service Excellence: A Systems Approach

This special two day seminar is for Los Angeles County managers, executives and other key leaders of your team responsible for customer service excellence. Participants will have the opportunity to hear from and work with Tina Sung, a national leader and expert in the field of customer service and performance improvement in the Government setting.

Understand the different kinds of customers you have, their differing needs and measures of satisfaction. Gain a systems perspective to help you identify where to focus your improvement efforts. Hear from practitioners who are on the customer service excellence journey on what's working for them, mistakes they made, and lessons learned. Have an opportunity to interact with your peer managers, directors and leaders to share experiences and puzzle through some of the challenges. Come away with insights that will help you develop a customer service excellence strategy unique to your department's mission.

Participants will deepen their understanding of customer service data and learn how to translate that into a plan for action. Participants will examine the Customer Satisfaction Survey results to determine the County's strength and opportunities for improvement and work on measuring outcomes.

RSVP by April 21, 2006 by returning the enclosed registration to Sarah Palacios by fax at 213.738.6061 or e-mail spalacios@lacdhr.org
Seating is limited and there will be no onsite registration. Participants are on their own for lunch.

Carson Community Center
801 East Carson Street, Room 107
Carson, CA 90745
Directions and restaurants - www.carsoncenter.com

Individuals who require accommodation to participate in this workshop may contact Ms. Palacios at 213.738.2129.

An Academy Special Event

Wednesday and Thursday, May 3 and 4, 2006
8:30 a.m. - 4:30 p.m.

8:30 a.m.	Sign-In
Welcome	Michael J. Henry, Director of Personnel
Introduction	Jon Fullinwider Chief Information Officer
Facilitator	Alan Glassman Professor, California State University, Northridge
Workshop Presenter	Tina Sung, Co-founder of the Federal Quality Institute and past President and CEO of the American Society for Training and Development
Day One	Deepening our Commitment to Service Delivery in a Government Setting The County of Los Angeles Experience County Panel of Experts
Day Two	Where We Are Today Exploring Customer Service Outcomes: Beyond Basics
Adjournment	