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## Quality Customer Service – Top Priority for the City of Corinth

**CORINTH, TX** – Creating a customer centric culture is one of the City Council’s strategic goals and City Manager Rick Chaffin has made customer service a top priority by providing extensive training to the executive management staff.

"While our employees already provide a high level of customer service, our goal is to enhance the level of service to improve processes, systems, and ease of use in accessing City services and information. Quality customer service is more than just a smile; it is the foundation on which we must build our organization as we move into the future," says Chaffin.

"Successful private enterprises must provide high quality customer service to survive in the market place," Chaffin continues. "Though a city has a monopoly on the services it provides, it is our obligation and responsibility to provide those services with the same urgency and approach that a private enterprise would."

The City of Corinth executive management team is embarking on a journey to ensure quality customer service is provided to citizens. The team has been participating in a series of customer service workshops over the past several months, discussing issues, concerns and ideas about how to improve the way the City serves the community. Some workshop topics include Citizen Relationship Management (CRM), How to Apply CRM in Corinth, The Value Citizens Receive for Their Tax Dollars, and Doing the Right Things Right.

"I encourage our citizens to visit the City's website which has been significantly enhanced over the past few months. It provides a calendar of meetings and events, information on City news, and the Notify Me system which allows citizens to sign up for text and email notifications. We want our citizens to be informed and engaged with us as we work together to build our City for the future," states Chaffin.

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