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## Impress parents even when things go wrong

Helping your staff pre-think how to transform grumpy into loyal

You are human. Your teachers are human. Your students are human. Your parents are human. At some point this year, something is going to go wrong.

This week's Marketing Corner is the third in a series on customer service. Like the Corner on "everything matters," this one is aimed at ways to work with your staff during pre-session for improving customer service this year. The quotes below come from

After briefly sharing why customer service is important, I suggest two ways to shift the topic from the theoretical to the practical.

**Ask your staff to describe a time they were the unhappy customer (preferably of a higher cost service—not a cup of Pero).**

- After communicating their frustrations to the organization, how was their concern addressed?
- What was it about the interaction that left them feeling positively? Or negatively?
- How can that be applied to their interactions with parents?

**Ask your staff to role play...**

I am fairly confident you and your staff could draw on a reservoir of prior parent complaints. Pair up and take turns