

*D R F , I*

**Decide what you want**

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Talking with your staff about applying customer service

Today is the first of three Marketing Corners suggesting some discussion points for you and your team—both paid and volunteer—from the customer service book I recommended for this summer's read, *R F* .

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- What systems can we change or create so we are not having to intervene and make an exception in order to offer great customer service, but the system is set up to satisfy customers inherently?
- Which systems would be used by the most customers and so create the "biggest bang for our buck" (time, effort, money)?

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- What policies do we have which address issues with one percent of our parents and risk offending the other 99%?
- How can we restructure those policies to be both fair welcoming? Or if they simply can't be restructured, can we word them in a manner that explains their positive purpose and how they benefit our mission?

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- Since our school doesn't have the same opportunities for promotions and pay incentives as retail businesses, what would be the most meaningful ways that we could recognize excellent customer service?
- How can we, as a school, track good customer service so we can reward it?

You need to envision perfect customer service for your school. And you need to lead the discussion with your team first and your board second. Once your school has determined what you are going to tackle, please do delegate specific projects to teachers, board members, volunteers or teams including some of each.

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*R F* by Ken Blanchard and Sheldon Bowles

: July

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- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?