



FAMILY AND COMMUNITY ENGAGEMENT PLAN

2024/2025

Customer Service

Directions: After reviewing the draft customer service standards, consider two scenarios: one providing exceptional interaction and one that should be improved. Identify the positive interaction that demonstrates exceptional customer service. Elaborate on the positive features of the interaction. Identify an interaction that could have been handled differently. Elaborate on the scenario needing improvement and identify actions to improve the level of customer service in the future.

Scenario One:

During the week prior to school our clerical staff worked together to collect registration documents and assist with registering new students to the Cavalier family. Our clerical staff made sure that parents/students transportation, scheduling, and registration questions were addressed and that a one-stop shopping experience was provided to each one of our registering families.

Identify positive features of this interaction:

1. Every family was greeted with a smile and a warm friendly attitude.
2. Staff was available to assist with translation as needed in Spanish and Haitian Creole
3. Soft music was playing and we ensured that there was a friendly atmosphere with an organized system to monitor registrations in the order of arrival.
4. Clerical staff members stayed after registration hours to ensure that parents did not have to return.
5. Staff was available to provide immediate assistance, even as other members were out.
6. All customers were treated with courtesy and respect.

Scenario Two:

A parent was upset with the disciplinary consequences provided to her child. She felt that her child is an excellent student and was not dealt with fairly. Once consequences were provided the parent was still upset and requested a return phone call. The parent was called but the interaction was not a positive one. The parent reported to the school to speak with administration about the phone call.

Identify actions to improve the level of customer service in scenario two:

1. Greet with a smile
 2. Maintain a courteous demeanor and speak to the parent (customer) with respect.
 3. Maintain professionalism.
 4. Listen to the concerns of the parent.
 5. Meet the parent where they are, empathize, and build a positive relationship.
 6. Leave the customer with their dignity intact.
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Comments:
