



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:

Dads Take your Child to School Day was a splendid success. Dads were greeted at the parent drop-off area in the morning as they brought their children to school. They were met by staff members who presented them with a welcoming smile, a donut, a greeting card and words of appreciation. Permission was asked to take photos which will go into the yearbook and possibly the website for all to see how much CLMS honors the dads of this school. Dads left the car line with a huge smile on their faces, giving the staff a feeling of fulfillment and contentment. The purpose of this event is to show our appreciation to our children's dads and to encourage their involvement in the lives of their children.

Identify positive features of this interaction:

The dads who brought their children to school received the tokens of appreciation with a smile and with words of gratitude. They expressed how much it meant to be greeted in this way and left with huge smiles on their faces and waving happily as they exited the campus. Staff members thoroughly enjoyed the experience as it allowed them to interact with parents in a way that is not a daily occurrence at school. All interactions were positive and cheerful. Students getting out of their dads' cars were also excited to see CLMS staff greeting their parents and giving out tokens of appreciation. It created a feeling of inclusion and warmth for all involved.

Scenario Two:

Parent/Teacher conferences. When attending parent/teacher conferences, it has become apparent that some teachers may not attend or some that do attend, do not begin with a positive comment regarding the student. Some teachers may not attend conferences due to the constant cancelling and rescheduling of some parents. Some teachers are unaware if the parent actually shows up. With some teachers that may start with a negative comment, this tends to create an uncomfortable meeting environment and may hinder the process of creating an effective action plan for student improvement and success.

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

In order to improve the level of customer service in our Parent/Teacher conferences, all teachers will be notified through email and announcements over the PA system to inform all staff of the parents' arrival. All teachers will also be made aware of the proper protocols when meeting and speaking to a parent through professional development and collaborative conversations. Teachers will be trained to be active listeners and allow the parents to be heard and understood. Teachers need to be flexible, supportive, and focus their full attention on the parent and student. Follow-up with the parent and student my must be provided to measure progress and success.

Comments:

The customer service survey will be given to all parents and staff to measure the effectiveness and improvements of our customer service, as well as gain specific feedback of how to improve.