



## FAMILY AND COMMUNITY ENGAGEMENT PLAN 2025/2026

### 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:**

ATC continues to promote the 'Start the Day with Hello' campaign across our campus as we implement the district's ABC's of customer service of Attitude to be positive; Behavior to be mindful and value and respect all persons in our interactions; Communication to be responsive. As an open campus, this initiative helps us create a welcoming atmosphere every day. Whether a student is on time or late, our staff consistently greets them with the same friendly manner. Additionally, when someone is identified as a visitor, we extend our greeting by saying, 'Hello, how may I help you?' This often leads to directing the visitor, who may not be wearing an ID or visitor's tag, to a central check-in point and ensuring they reach the correct location. This practice also reinforces our security efforts, as every staff member plays a role in greeting visitors and maintaining a secure environment.

#### **Identify positive features of this interaction:**

The positive features of this type of interaction is it helps students and staff set a positive tone for the day as we are mindful that every person we encounter throughout the day is a valued stakeholder. We are quick to respond and communicate. Our response to be positive by starting with hello and greeting everyone on campus makes all stakeholders feel welcomed and serves as the first line of defense for safety. This technique also keeps new visitors feel welcomed and from having to walk around campus trying to figure out where to go or who they should talk to.

**Scenario Two:**

We are having an increase in the number of parents regarding support for students and not being informed in a timely manner regarding student progress. Parents are being frustrated by emails not being returned in a timely manner.

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

We can improve this area by using the district ABC's of Customer Service specifically regarding Communication. We can improve this area of communication with parents regarding support for student's by returning phone calls and emails within one business day and following up with the progress of the student. We can further monitor student progress as a staff by communicating through our RTI process, PLC's, and department meetings and following up with more communication between the parent via phone calls, emails, or in person.



**Providing a positive, engaging and caring experience to all stakeholders.**

**Our Mission:** Broward County Public Schools is committed to educating all students to reach their highest potential.

**Our Vision:** Educating today's students to succeed in tomorrow's world.

# A

## BE POSITIVE

**Show Professionalism: Greet all customers with a positive attitude and create a welcoming environment.**

### ATTITUDE

- Every customer will be greeted with a smile and a warm, friendly attitude.
- We will create welcoming environments by being considerate, polite, and attentive in all our actions.
- We will answer phone calls in a friendly and helpful manner.
- We will build positive relationships with all customers.

# B

## BE MINDFUL

**Value All Stakeholders: Be consciously present and demonstrate value and respect to all customers.**

### BEHAVIOR

- We will be courteous and respectful during our interactions.
- If we are serving another customer, we will ask the next customer to please wait until we are finished.
- We will guard the confidentiality and privacy of our students and their families.
- We will do our best to provide a bilingual staff member to assist customers who speak a language other than English.

# C

## BE RESPONSIVE

**Exceed Expectations: Provide all customers with options for immediate assistance and exceptional service.**

### COMMUNICATION

- We will return phone calls and emails within **ONE** business day and keep customers informed of the progress of their requests.
- We will be mindful of customers' needs. When staff who normally handle specific requests are out of the office, we will provide customers with alternative options for immediate assistance.
- We will communicate with customers in a variety of ways.
- We will communicate in an open, courteous and respectful manner.



**OFFICE OF THE SUPERINTENDENT  
DR. HOWARD HEPBRUN  
SUPERINTENDENT OF SCHOOLS**

September 4, 2024

TO: All Staff

FROM: John J. Sullivan *JJS/gas*  
Chief Communications and Legislative Affairs Officer

VIA: Dr. Howard Hepburn *HH*  
Superintendent of Schools



SUBJECT: **CUSTOMER SERVICE**

I am excited to introduce the **ABCs of Customer Service: Attitude, Behavior, and Communication**. These core principles will serve as our foundation for delivering consistent and exceptional service in every interaction. As an "A" rated school District, this is the perfect time to enhance our commitment to providing a world-class customer service experience to our students, families and staff. Our community deserves nothing less than excellence, and our unwavering dedication to superior service will play a crucial role in retaining and attracting students to our schools.

**Why Customer Service Matters**

Excellent customer service is the foundation of a positive school and work environment. It fosters trust, strengthens relationships and ensures everyone feels valued and respected. By making customer service a priority, we not only address the immediate needs of our community, but also position Broward County Public Schools as a committed partner in educating tomorrow's leaders.

**The ABCs of Customer Service: Easy as 1, 2, 3**

As we strive for excellence, our goal is to create a welcoming and responsive environment across the entire District. To start our initial approach, we will focus on three actions to ensure consistency and establish growth metrics. These simple yet powerful behaviors will guide us in delivering outstanding customer service every day:

1. **Greet With a Smile:** A warm, friendly greeting sets the tone for a positive interaction. Let's ensure every communication starts with a smile, whether in person or on the phone.
2. **Standard Greeting:** Use a consistent and professional greeting to ensure clarity and respect in all interactions. This standardization helps to create a welcoming and professional atmosphere.

"Good [morning/afternoon], thank you for calling [Department/School Name], this is [Your Name]. How may I assist you today?"

3. **Respond Within ONE Business Day:** Timely responses show our commitment to addressing the needs of our community. Make it a priority to respond to all inquiries within one business day to acknowledge receipt of the communication.

### **Moving Forward**

This is just the beginning of our journey towards delivering exceptional customer service. To ensure our continuous improvement and success, you can expect ongoing training, support and feedback throughout this process.

As we embark on this initiative, remember that each of us plays a vital role in its success. Your dedication and commitment to these principles will help us build a culture of excellence that benefits everyone in our District.

Thank you for your unwavering support and commitment to our students, families and staff. Together, let's make the 2024/25 school year our best by providing world-class customer service.

If you have any questions, please contact **Farrah Wilson, Director of Marketing & Strategic Communications**, at **754-321-2300** or via email at **farrah.wilson@browardschools.com**.

HH/JJS/FW:al

c: School Board members