



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:

A parent reaches out to the school with a malfunctioning laptop they need fixed urgently.

The school representative greets the customer warmly, listens attentively, and asks clarifying

questions. The school representative assures the customer that their concern is understood, expresses empathy for their situation, and connects the parent to the Micro tech for further.

The Micro tech provides detailed troubleshooting steps, explaining each action. The Micro tech

stays on the call throughout the process, confirming that the laptop is now functioning properly and sends an email summarizing the call with additional support options for future reference.

Identify positive features of this interaction:

This interaction is exceptional because it focuses on personalized care, effective communication, and follow-through, which builds trust and satisfaction.

Scenario Two:

A parent contacts the school to report receiving the wrong information regarding testing. The school representative responds in a rushed tone, asks for the teacher but does not acknowledge the inconvenience caused to the parent. After confirming the mistake, the school representative briefly explains the testing process but does not offer any apologies or suggestions for speeding up the correction. The call ends abruptly without a clear resolution timeline, leaving the parent feeling frustrated.

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

1. The school representative should acknowledge the inconvenience and apologize for the error. This small gesture can help to alleviate frustration.
2. The school representative should provide a detailed explanation of the next steps, including when the correct information will be sent out .
3. The interaction should end with an opportunity for the parent to ask additional questions, and the school representative should thank the customer for their patience.

Comments:

By focusing on empathy, clear communication, and proactive solutions, the school representative can improve future interactions and ensure parents feel valued and satisfied.