

CONSUMMATE CUSTOMER SERVICE

- 1) **Provide “great customer experience.”** The goal of great customer service is to eliminate complaints and problems before they occur by providing a great customer experience day in and day out.
- 2) **Know what is important to your customers.**
- 3) **Allow your staff to help define what great customer service looks and sounds like in their workplace.**
- 4) **Remember that perceived attitude and actual attitude are the same things to the customer.** Surveys show that 68% of customers take their business elsewhere simply because of an attitude (real or perceived) of indifference.
- 5) **Incorporate the do’s & don’ts of great customer service into your employee policies and day-to-day procedures.**
- 6) **Educate your customers.** Use flyers and your monthly parent newsletter to boast about the services you provide and why they are important.
- 7) **Empower your employees!** Give them a simple formula to follow so an unhappy customer does not catch them off guard. They should simply respond to an angry or defensive parent with kindness and empathy and call you right away.
- 8) **See to it that no one leaves unhappy!** Ensure that your employees know to contact you (or another specific manager) before an unhappy parent or an unhappy child leaves the building- preferably before they leave the classroom!
- 9) **A manager should be available (and relaxed) during drop-off and pick up times.** Your customers need to see you in action in order to know that you care. Walk around with your eyes and ears open.
- 10) **Never allow problems smolder overnight.** Do everything you can to resolve the situation that day.
- 11) **Make sure the things your employees overhear you say about customers are in line with how you want customers treated face-to-face.**
- 12) **Adopt your own version of the Ritz-Carlton motto.** Their motto “We are ladies and gentlemen serving ladies and gentlemen” could be translated for the child care industry as “Thank you for allowing us to be part of your family,” or “We are moms and dads of great children serving moms and dads of great children.”
- 13) **Bring the teacher’s name into the conversation in a positive way as you resolve issues.** “Miss Kathy will be so glad to hear that this has been resolved to your satisfaction.”
- 14) **No matter how foolishly or unfairly he/she behaves, a customer must never lose face.** Resist the urge to say. “So that’s where your child gets it!”