Customer Service = Customer Experience

Steps in Attracting and Retaining Families

Learning Outcomes
➢ Explain the difference between customer service and customer experience.
➢ Enhance understanding and empathy for families.
➢ Identify your next steps to improve the customer experience.
➢ Apply new knowledge to increase enrollment and decrease withdrawals.

Customer Service
What do you expect?

How do you know you got it?

TWO POLLS
Why Should Teachers Care about Enrolling More Children in Their Classrooms?

Children deserve it.

- Alternative is poor quality.*
- Increased revenue = More teacher pay.
- Financial sustainability

* 2007 survey by National Institute of Child Health Development

If you don’t take care of your customers, someone else will.

— Ken Blanchard in Customer Mania!
It’s Never Too Late to Build a Customer-Focused Company

You can’t be content to just satisfy them; you have to create raving fans.

— Ken Blanchard & Sheldon Bowles in Raving Fans
A Revolutionary Approach to Customer Service

Parents Biggest Fear

In a Word
Parents Biggest Fear

Caring for Families

You are not only educating and nurturing a child’s development.

You are educating and caring for a family.

Respect, Communicate, Support

Parent as Customer

Excellent Customer Experience

- Know their needs and wants.
- Treat families the way they expect.
- Train for customer competence.
- Ask for and give feedback.
- Hire and keep great employees.
Parent as Customer

Excellent Customer Experience

Know their needs and wants.

First Contact

Internet search

Website

Phone call

Parents Needs are Different

Patty

Jenny

Jon

Michael
The Tour

Parent as Customer

Enrollment
Parent as Customer

Learn, Practice and Realize Potential

Know their needs and wants.

Excellent Customer Experience

Treat families the way they expect.

Hire and keep great employees.

Employees Make All The Difference

Teachers
Assistant Teachers
Lead Teachers
Administrators
Kitchen Staff

Hire and keep great employees.

Parent as Customer

Learn, Practice and Realize Potential

Train for customer competence.

Excellent Customer Experience

Treat families the way they expect.

Hire and keep great employees.
Parent as Customer

Know their needs and wants.

Ask for and give feedback.

Treat families the way they expect.

Train for customer competence.

Hire and keep great employees.

Excellent Customer Experience

Learn, Practice and Realize Potential

Feedback

Ask for and give feedback.

Know their needs and wants.

Ask for and give feedback.

Excellent Customer Experience

Train for customer competence.

Hire and keep great employees.

Learn, Practice and Realize Potential
Parents Trust Their Teachers IF they ...

- Know Their Child
- Care About Their Child
- Are Educated
- Of Good Character
- Willing to Listen and Resolve Concerns

How to Change a Behavior

1. Tell what and why
2. Give tools and time
3. Show
4. Watch
5. Let them practice
6. Check back frequently on progress

My plan for improving customer experience.
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