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Customer Service =
Customer Experience
Steps in Attracting and Retaining Families

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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.

Learn, Practice and Realize Potential

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Customer Service

What do you expect?

How do you know you got it?

TWO POLLS

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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

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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

▶ Learn, Practice and Realize Potential

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Parents Biggest Fear

In a Word



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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

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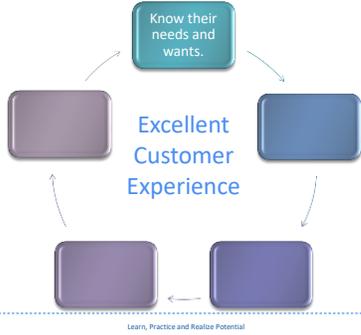
Parent as Customer



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Parent as Customer



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First Contact

Internet search

Website



Know their needs and wants.

Phone call



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Parents Needs are Different



Patty



Jenny



Jon



Michael

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The Tour



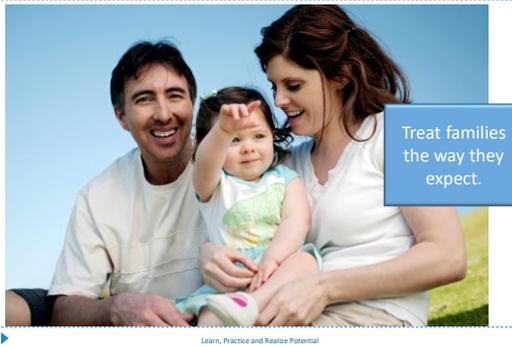
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Parent as Customer



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Enrollment



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Parent as Customer



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Employees Make All The Difference

- Teachers
- Assistant Teachers
- Lead Teachers
- Administrators
- Kitchen Staff



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Parent as Customer



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Parent as Customer



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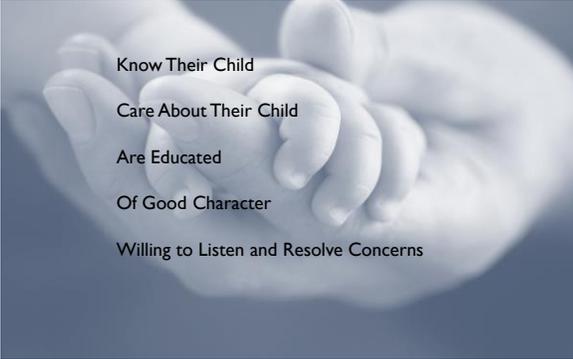


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Parents Trust Their Teachers **IF** they ...



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How to Change a Behavior



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Leatha Ritchie, Principal Consultant and Coach

Specializing in:

- Leadership Development
- Operations Management
- Change Management
- Gallup Strengths Team Coaching
- Blog Writer *All Things Leadership*



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