

CUSTOMER SERVICE

- Excellent
 - Very Good
 - Good
 - Average
 - Poor
- 

CUSTOMER SERVICE IN CHILD CARE

WHERE ARE WE HEADED?

- ▶ Describe the importance of creating a positive environment where customers feel welcomed, valued, and heard
- ▶ Discuss how customer service impacts various aspects of the child care program
- ▶ Learn strategies for providing high-quality customer service

OPENING ACTIVITY

- ▶ Find a partner or two
- ▶ Tell about the worst customer service you have ever experienced
- ▶ Think about how that experience made you feel



WHAT IS CUSTOMER SERVICE?



PRINCIPLES OF POSITIVE CUSTOMER SERVICE

- ▶ First impressions = lasting impressions
- ▶ A genuine, sincere smile goes a long way
- ▶ Call people by name whenever possible
- ▶ Attitude matters
- ▶ To customers, you ARE the business

PRINCIPLES OF POSITIVE CUSTOMER SERVICE

- ▶ Respect people and actively listen to what they say
- ▶ Respond to questions
- ▶ Resolve problems or concerns
- ▶ Re-establish trust after issues arise
- ▶ Treat people the way you want to be treated

ADDITIONAL THOUGHTS

- ▶ *The customer is...*
 - ▶ The most important person in any business
 - ▶ Not an enrollment statistic, but a human being
 - ▶ Not a disruption to our work, but the purpose of our work
 - ▶ Actually doing us a favor when they bring us their concerns
 - ▶ The reason we get a paycheck and can keep our doors open

THE CORE OF GOOD CUSTOMER SERVICE IS STRONG RELATIONSHIPS



CUSTOMER SERVICE IMPACTS...

- ▶ Marketing
- ▶ Public relations
- ▶ Quality of care

A REMINDER ABOUT CONFIDENTIALITY



DON'T FORGET TO USE YOUR STRENGTHS!

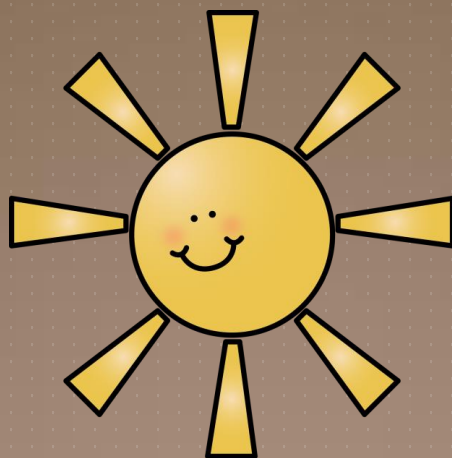


BE SURE TO INCLUDE SOME FRIES WITH THAT!

- ▶ **F** – friendly
- ▶ **R** – respectful
- ▶ **I** – information
- ▶ **E** – extras
- ▶ **S** – smile



**THANK YOU FOR YOUR TIME AND
ATTENTION TODAY!**



Eryn Allen
eryn@east.ks.childcareaware.org

Michelle Gilbert
michelle@east.ks.childcareaware.org