**Module 1: Why Customer Service?**

**Materials needed:**

Flip Chart, writing tools

*Why Customer Service?* Worksheet

Reflection Form

**Estimated Time:** 15 minutes

**Goals:** Participants will determine the need for customer service in public schools. They will also have the opportunity to explore ways to enhance their current customer service practices.

**Suggested Facilitator Script:**

*We all play vital roles as goodwill ambassadors for our schools. We may be, at times, the only contact the public has with our school or our district. As a result, public opinion of our school or district may depend on our own competence, courtesy, warmth, and response to a concern.*

*We are not just employees – we are school ambassadors, information sources, bridge-builders, cheerleaders, and image-makers. And, we have the ability to make or break our school or our district’s reputation.*

*In today’s competitive education environment, customer service is as important in our schools as it is to local businesses. Parents now have many education choices available for their children and they are shopping for the school that best meets their special needs.*

**Discussion:**

Brainstorm the need for good customer service, for taking a proactive approach to meeting customer needs, and for creating positive perceptions about our school and district (scribe feedback on flipchart).

**Discussion:**

Compare and contrast business customer service and customer service in education (scribe feedback on flipchart).

**Discussion:**

Explore ways to enhance customer service. Simply greeting people (other staff members, students, families, and community members) with a smile can go a long way in creating a customer friendly environment.

**Conclusion and reflection:**

Following the discussions, ask participants how they plan to use the information from these discussions to improve their approach to customer service. Invite them to share their ideas on the reflection form.