**Customer Service Tidbits**

*Below is a compilation of “tidbits” that relate to customer service. These tidbits are designed to be used with school staff to promote an environment that is committed to providing excellent customer service to students, families, fellow employees, and the community. Tidbits can be e-mailed to staff weekly or monthly. They can be included in staff newsletters or week-at-a-glances, or displayed in staff lounges or other areas that are accessible to staff members.*

* If schools are not customer service oriented, and if each staff member is not involved in making connections with students, the question we should be asking ourselves in the face of increased competition is: “How much longer can we last?

-Excerpted from *Who Cares? Improving Public Schools Through Relationships and Customer Service, 2007*

* As a guest, would you feel welcome in the front office of your school? Choose one from the following that best describes the climate of your front office or lobby:

1. Stock trading floor on Wall Street
2. Doctor’s office
3. Department of Motor Vehicles
4. A school that is friendly to families

-Excerpted from *101 Ways to Create Real Family Engagement, 2008*

* School leaders who embrace, design and implement customer-driven systems will be the ones who thrive in the future.

-Ellan Toothman, President of eToothman Consulting

* Internal customer service can go a long way to helping us understand the unmet needs of our students and staff and improve the quality of our work as a result. External customer service can garner community support in ways that empower our work and strengthen partnerships that are beneficial to students.

-Dave Dimmett, Deputy Chief Academic Officer and Director of Innovative School Modles

* Internal customer service is the service we provide our fellow employees and other departments in order to get our jobs done. Sometimes these things can be seen as interruptions that take us away from our “real” jobs, yet they are vital to the success of our school. If we see a gap between our “real” job and the needs of others in our school, we need to rethink what our “real” job is.

-Scott Miller, Vice President of Kirk Miller and Associates

* Spoken words, body language, written communication-our words speak volumes about who we are and who we see others being. As educators and family members, we have opportunities to include or exclude.

*-*Excerpted from *Creating Welcoming Schools*

* A customer is the most important visitor on our premises. They are not dependent on us-we are dependent on them. They are not an outsider in our business-they are part of it. We are not doing them a favor by serving them. They are doing us a favor by giving us the opportunity to do so.

–*Author Unknown*

* “**Give the benefit of the doubt—withhold judgment. If you judge, you cannot connect!** Everyone has a reason for what they do; don’t assume you know what that is. Find out the ‘why’ behind the ‘what’ before you act in response.”

–Excerpted from *Connecting People: Communication Across Barriers*

* Parents tell us that feeling welcome and being treated with respect by school staff is the #1 key to their connection with a school.

-Excerpted from *Beyond the Bake Sale, 2006*

* All people smile in the same language.

–*Anne Frank*

* Nothing improves a person’s hearing more than sincere praise.

–Excerpted from *The Administrator’s Guide to School-Community Relations*

* Give as much as you can to your customers and they'll give much to you.

- *Ron Kaufman, Customer Service Educator and Author*

* The business that listens is the business that learns.

- *Ron Kaufman, Customer Service Educator and Author*

* An investment in great service is the most sure way to pay you back.

- *Ron Kaufman, Customer Service Educator and Author*

* The principle was right there - you couldn't miss it. The more we did for our customers, the more they did for us.

- *Debbi Fields, Founder of Mrs. Fields Bakeries*

* It is well worth remembering that the customer is the most important factor in any business. If you don't think so, try getting along without him for a while.

- *Napoleon Hill, Author*

* Service is not optional, it's essential.

- *Ron Kaufma,n Customer Service Educator and Author*

* The man who will use his skill and constructive imagination to see how much he can give for a dollar, instead of how little he can give for a dollar, is bound to succeed.

- *Henry Ford, Ford Motor Company*

* Coming together is a beginning. Keeping together is progress. Working together is success.

*-Henry Ford, Ford Motor Company*

* Customers don’t expect you to be perfect. They do expect you to fix things when they go wrong.

*-Donald Porter, VP, British Airways*

* When you do a little more, you stand out a lot more.

- *Ron Kaufman, Customer Service Educator and Author*

* Serve your colleagues well so that they can serve your customers.

- *Ron Kaufman, Customer Service Educator and Author*

* Don’t try to tell the customer what he wants. If you want to be smart, be smart in the shower. Then get out, go to work, and serve the customer.

*-Gene Buckley, Sikorsky Aircraft*

* If you want to be creative in your career and your life, all it takes is one easy step…the extra one. When you counter a familiar plan, you just ask one question: What ELSE can we do?

*-Dale Dauten, American Business Columnist*

* To create customers that care, provide good customer care.

- *Ron Kaufman, Customer Service Educator and Author*

* The true leader serves. Serves people. Serves their best interests, and in doing so will not always be popular, may not always impress. But because true leaders are motivated by loving concern rather than a desire for personal glory, they are willing to pay the price.

*-Eugene B. Habecker, Former President of Taylor University*

* Before you satisfy many, learn to delight each one.

- *Ron Kaufman, Customer Service Educator and Author*

* A business is supported on a solid foundation of customers.

- *Ron Kaufman, Customer Service Educator and Author*

* We intend to conduct our business in a way that not only meets but exceeds the expectations of our customers, business partners, shareholders, and creditors, as well as the communities in which we operate and society at large.

*-Akira Mori, President and CEO of the Mori Trust*

* People expect good service but few are willing to give it.

*-Robert Gately, President of the Campbell Corporation*

* Here is a simple but powerful rule – always give people more than what they expect.

*-Nelson Boswell, Writer and Journalist*

* Life’s most persistent and urgent question is: What are you doing for others?

*-Martin Luther King, Jr.*