

Excellence Through Customer Service

Explore strategies, ideas and tactics that help you work smarter, not harder.
Learn how to engage those you work with and ensure that branding, customer service and people are the highlight of the work in your district.

Introductions

Dave Termunde, M.Ed., Speaker

Chief Technology Officer

Arbor Park School District 145

<https://www.linkedin.com/in/davetermunde/>

Dr. Brian O’Keeffe, Moderator

Assistant Superintendent of Finance/CSBO

Arbor Park School District 145



Branding

Simple consistency of your logo

Is it the correct shape? SQUISHED

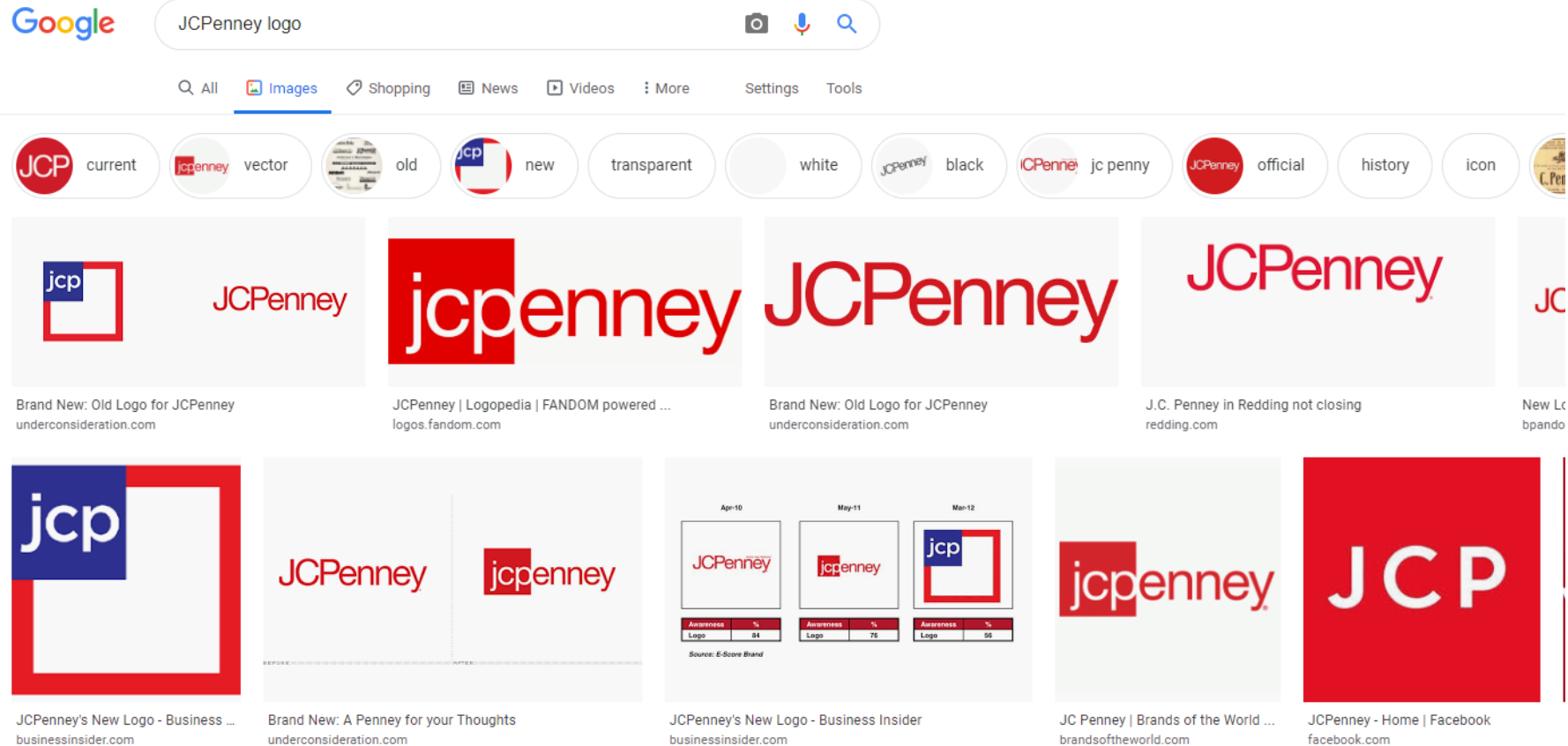
Using the same logo throughout
-Letterhead, Social Media, Posters, Forms



 #iasboVC20

ILLINOIS ASBO
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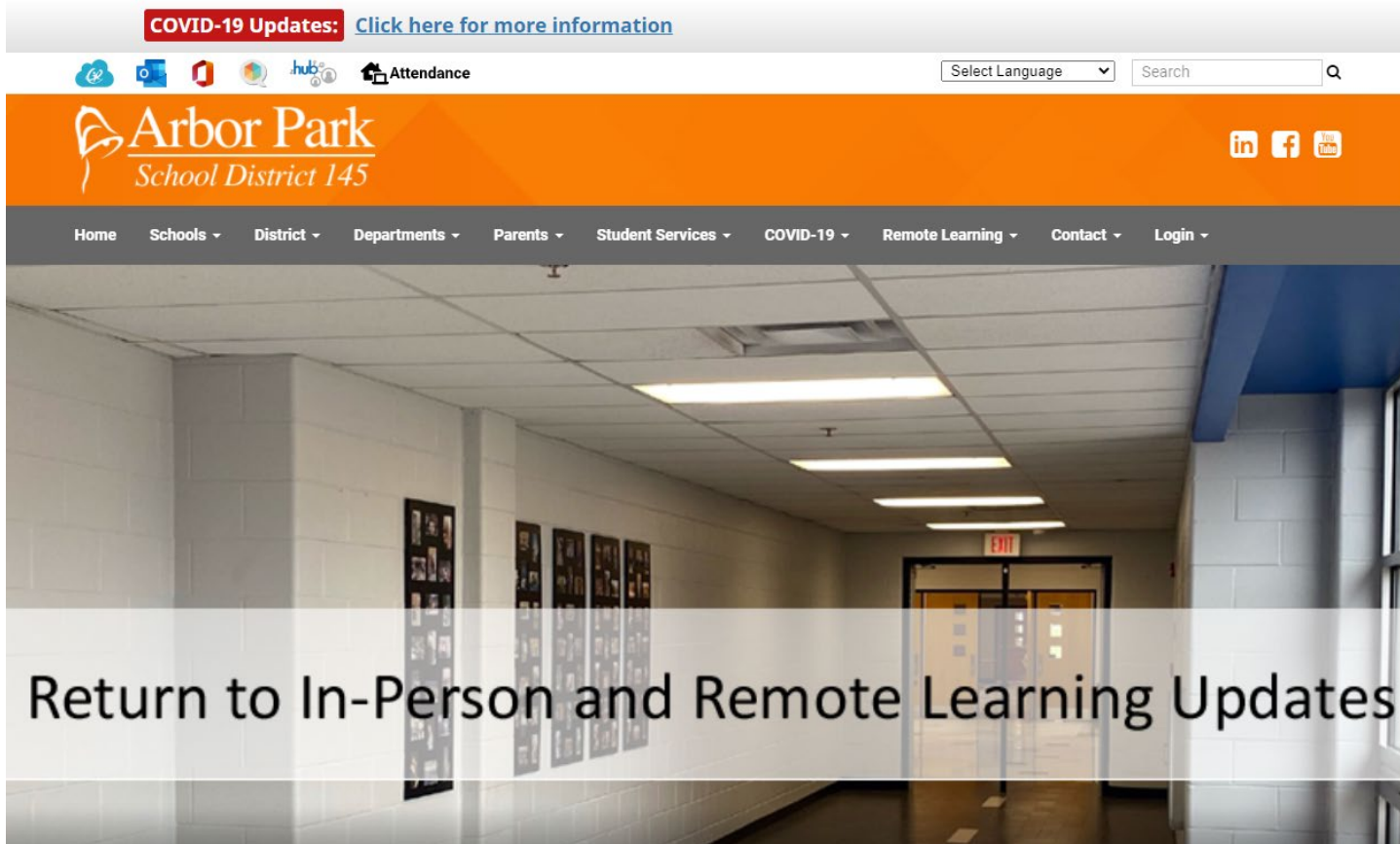
Branding



Brand Confusion :/



Consistency of Brand



Branding

Example of APSD145 Tech Department



ARBOR PARK
PANDAHELP

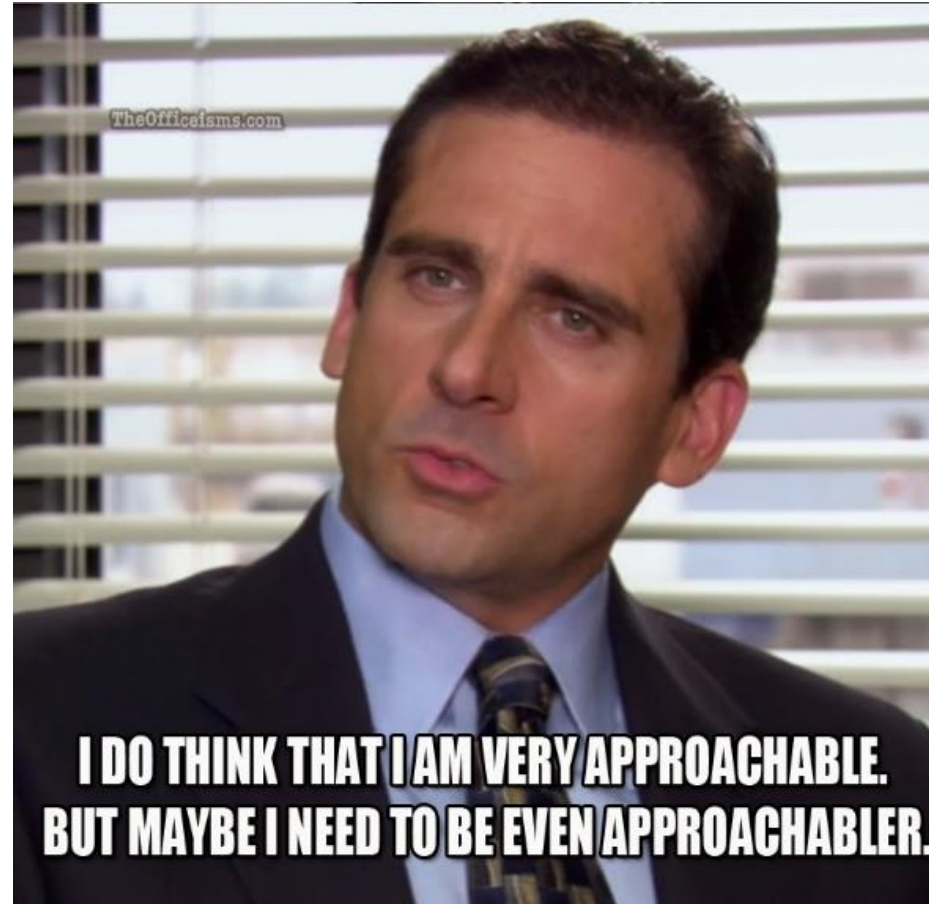




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Customer Service



Customer Service

- **2 Way Street to a Degree**
- **Be Strong / Smile**
- **Understand the Perspective**
- **Emotions**


How's that Poker Face?



Representing

Arbor Park School District 145

4920, 17301 Central Ave, Oak Forest, IL

 Write a review

5.0 ★★★★★ 2 reviews ?

Sort by: Most relevant ▼



Sparkles_4 Real

2 reviews

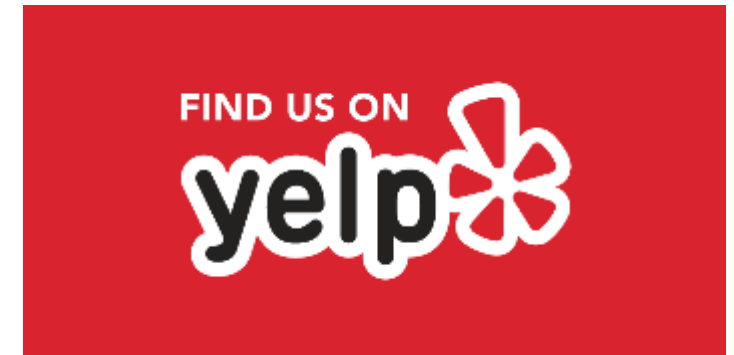
★★★★★ 2 years ago



Latreca Pryor

5 reviews

★★★★★ a year ago



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Social Media



- **Designate a Person**
- **Monitor it**
- **Own it**

Highlighting Staff

How are you recognizing staff?

-Digital Signage to display:

<https://youuplift.com/>

Questions and Answers

We thank you for your time!

Presenters:

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