






Providing Platinum Customer Service in the Business Office

Presenter

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Agenda/Topics

-  Understanding who are your customers
-  Sharing what good customer service looks like
-  Changing a negative customer service perception
-  Tools to handle difficult people
-  Beating the blame game

Who are your customers?

Students

Parents

Teachers

Staff

Administrators

Community Members

Board Members

Vendors

Visitors



Moment of Reflection

What is the worst customer service experience you have had?

Why was it so bad?

EXCELLENT	<input type="checkbox"/>
GOOD	<input type="checkbox"/>
AVERAGE	<input type="checkbox"/>
POOR	<input type="checkbox"/>
<u>The Worst!!</u>	<input checked="" type="checkbox"/>



How do you feel when these things happen?



Expectations

As a customer, what do you expect in reference to:

- Service;
- Friendliness;
- Professionalism;
- Fairness;
- Honesty;
- Compassion; and
- Empathy.



Expectations

When these expectations are not met, what happens to that customer's perception of you?

Your district?



Perceptions

Do you always think about your customers?

Do you realize how impactful YOU can be?



Perceptions

Often times, you are the face or the voice of the District.

Do you take on the responsibility or do you play the game?



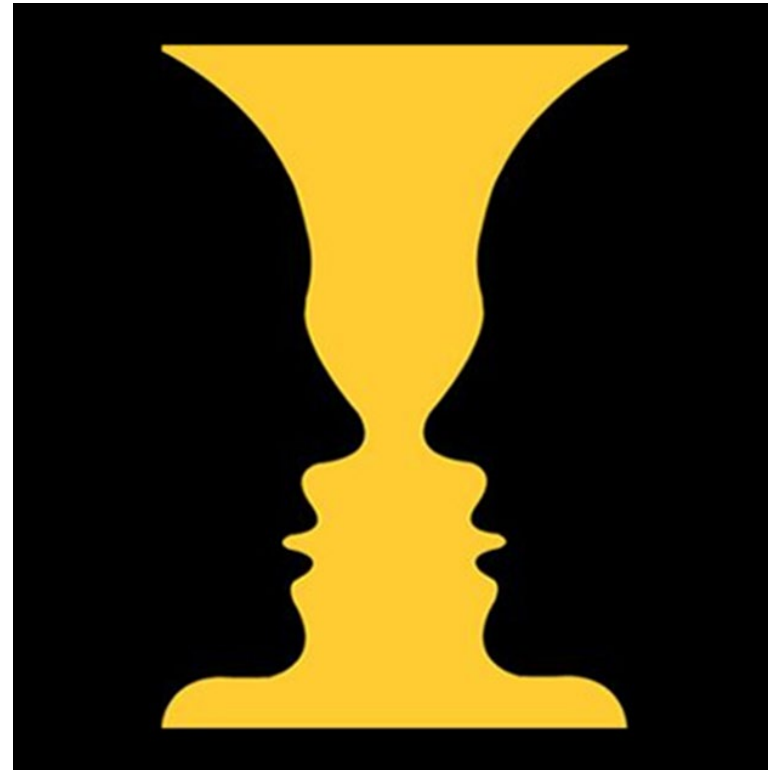
Perception is Reality...until its Not

Work to change a negative perception:

Address issue head on, especially if you were wrong;

Offer a repeated positive impression to stick in someone's mind; and

Identify for characteristics you share with the person, i.e., common ground will help soften their stance.



Perception is Reality...until its Not

Also, remember What NOT to do....Don't:

Accuse the person of being wrong about you. Their perception is their perception, and it's up to you to help "correct" it;

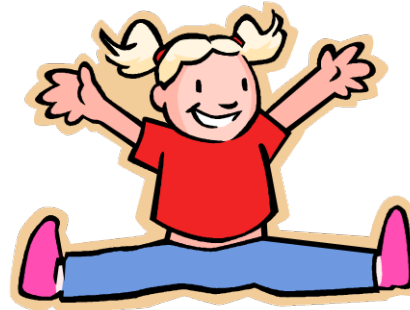
Avoid working with the person. The more you're in front of them, the better; and

Expect the perception to change overnight.



6 Ways to Handle Irritated People

1. Apologize
2. Kill them with Diplomacy
3. Go into Computer Mode
4. Ask, “Have I done something to upset you? I’d like to be a part of the solution.”
5. Show Empathy
6. Show Appreciation



Have You ever Played the Blame Game?

Does anyone ever want to hear:

- I don't know.
- It's not my job.
- There is nothing I can do for you.
- Someone ought to tell him.
- All we can do is wait and see.
- If it were me, I would do it differently?

How could you be portrayed after saying any of these things by any of your customers?



Ways to Beat the Game

Remember that the **leader** is in YOU!

Do not allow others **engage** you in conflict

Be **proactive** instead of reactive

Tell them “**You could be right**” 😊

SBNRR



Ways to Beat the Game

Effective listening requires **active listening**. Use statements like:

- That's Interesting
- Tell me more about that
- Why would you do that?
- Why would you ask me that?
- Why would you say that to me?

Listening Activity



Ways to Beat the Game

- Be a team player
- Be a lifelong learner
- Put yourself in other peoples shoes
- Be open to change
- Be open to looking at things from another perspective



Sympathy versus Empathy



Empathy

Experiencing the feelings of another



You have similar personal experiences



Emotion



Sympathy

Understanding the suffering of another



You acknowledge another's circumstances



Recognition

Providing Platinum Customer Service means....

- Know who your customers are
- Understand their expectations
- Acknowledge their perception and work to change it
- Avoid the blame game
- Demonstrate empathy, as appropriate
- Be positive no matter how hard the situation is
- Know that you can make the difference!

Questions and Answers

Thank you for your time!