

What Time is the 3:00 Parade?

Customer Service in Our Schools

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CLICK PLAY FOR VIDEO

Customer Service Pop Quiz

Whose Customer Service Promise?

To keep our promise, we must:

- Do whatever it takes to satisfy our customers.
- Always treat customers in a professional, competent, polite and caring manner.
- Handle every customer transaction with the precision required to achieve the highest quality service.
- Process all customer information with 100 percent accuracy.



Whose Customer Service Promise?

Our Employee Handbook

We're glad to have you with our Company. Our number one goal is to provide outstanding customer service. Set both your personal and professional goals high. We have great confidence in your ability to achieve them.

Rule #1: Use best judgment in all situations. There will be no additional rules.

Please feel free to ask your department manager, store manager, or division general manager any question at any time.

NORDSTROM

Whose Customer Service Promise?

Our Family Core Values:

1. Deliver WOW Through Service
2. Embrace and Drive Change
3. Create Fun and A Little Weirdness
4. Be Adventurous, Creative, and Open-Minded
5. Pursue Growth and Learning
6. Build Open and Honest Relationships
With Communication
7. Build a Positive Team and Family Spirit
8. Do More With Less
9. Be Passionate and Determined
10. Be Humble



In what specific ways do you offer excellent customer service to your families?

Customer Service is the way you...

- *Greet a student in the morning*
- *Respond to a parent's email*
- *Send a note home with a child who had a great day*

Customer Service is a Commitment to Enrollment Management

- But it requires “buy in” from all the grown-ups!
- Professionalism expected at every level
- Everyone is part of the “sales force” . . .

Communication is the FOUNDATION of Customer Service

- Happy Families will naturally want to share their “good news”
- What do their children say when they come home from school each day?
- Tuition Bill Test

How do
families first
encounter your
school?

What
impression are
you creating?

- Social media
- Website
- Print materials
(including ads,
postcards, etc.)
- Phone experience
- Email response

Now that
they're coming
to visit...

- **The lead up to the visit**
- What do you send in advance?
- Do people know where to park?
- Do people know where to enter the building?
- How are you making them feel welcome/special before they even encounter a person?
- Be honest: how's your curb appeal?

or

What do people *see*?



Ring the bell and look at the camera

- They arrive at the front door...
- “Ring the bell and look at the camera...”
- What is your internal signage like?
- When they enter the main office, how are they greeted (“Manager of First Impressions”)?
- Do you focus on hospitality?
- What’s on the coffee table?
- If they’re early, what do they do?

What do
people *feel*?



or

Customer Service: Working with New Families

- New family FAQ that highlights “can’t miss” events, explains traditions, and answers any other common questions- Mentor Families
- Special “Coffee with the Principal” for new families
- Special invitations to join committees, groups, etc.- personally inviting parents can make all the difference
- Host Focus Group or send survey to ask new families why they chose the school? How they heard about the school? What are their initial impressions? etc
- Check in calls to new families from principal in September to see how the first month is going

Who does all this stuff????

- **First, remember schools are built on relationships**
 - Welcoming
 - Authentic
 - Be realistic
- **Does everyone have the customer service lens?**
 - Faculty
 - Staff
 - Board
 - Pastor



Our Cast is our most valuable asset.

It is really a worldwide team comprised of thousands of people delivering **quality service in a safe, courteous, entertaining, and efficient manner.**

Given the training, support and recognition they need to confidently deliver the “Disney Difference,” they create “magic” everyday through **proactive and responsive service.**

It’s the reason why Disney believes that
“the front line is the bottom line.”

The Disney logo in its classic script font, set against a white rectangular background which is placed on a dark blue background.

Now back to that
3:00 parade.....



- 3:00 parade at Disney is one of the most attended attractions events for Disney
- High level of pressure for the success of the parade
- Emotional connection or re-connection
- Design and Prep Key
 - everything needs to be perfect!
- Everyone on message and working together



- So now imagine that someone asks what time is the 3:00 parade?
- This question is an opportunity to build a relationship.
- What is your 3:00 parade moment?



Dear Maria,

Thank you for contacting the *Walt Disney World®* Resort!

Thank you for your e-mail to the *Walt Disney World®* Resort. We appreciate you taking the time to share your feedback with us.

We are sorry for the disappointments you mentioned in your e-mail. It is our goal to create magical memories and exceed the expectations of our Guests during each and every interaction that you have with us. Please be assured that we have shared your comments with our leadership team, along with the appropriate management, as feedback such as yours is taken very seriously.

Once again, thank you for contacting us. We sincerely hope that we will have an opportunity to entertain you soon.

If you have any other questions or challenges, please do not hesitate to contact us by calling us at 407-W-DISNEY (407-934-7639) or by chatting with us in the Help Center of the [Walt Disney World®](#) website. Cast Members will be happy to assist you further.

Sincerely,

Zaida Henderson
eCommerce Sales and Service Team



“you must have some magic Mrs. Ippolito-

your luggage just popped up on my

screen as you came to the desk”

Partners
in Mission

Advancement and
Leadership Services for
Catholic Education

What is
your
school's
version of
Disney
Magic?



Litmus Test. . .

Is the decision I am about to make or the action I am about to take going to:

- Build the Brand?
- Eliminate an obstacle?
- Deepen a relationship – build trust?
- Enhance the experience for a parent or student?
- Advance the mission?

Homework

What is your Customer Service Promise? Have you discussed it as a team? Put it into writing?

Q&R