



AMERICAN ASSOCIATION OF SCHOOL CUSTOMER SERVICE

First Impressions Matter!

First Live Event (Concert, Musical, Game...):

Souvenirs:

Pop Quiz:

1. _____

2. _____

First Impressions:

- _____ / _____
- _____ **appeal**
- _____ **look**
- _____ **feel**
- _____ **statement visible**
- _____ **before words**



Three Modes of Service:

- _____-to-_____
- _____
- _____

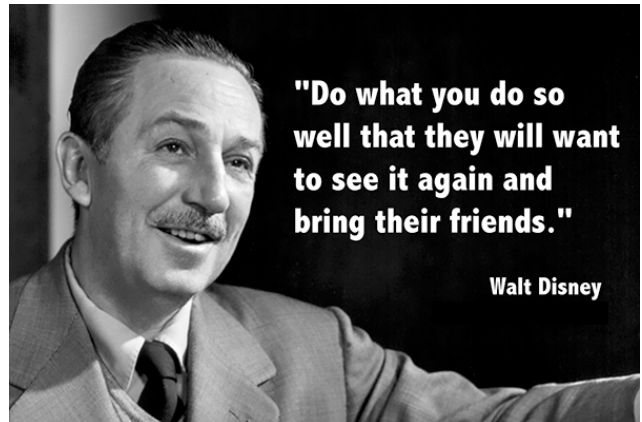
Face-to-Face:

- _____
- _____
- _____ (when with another customer)
- _____

- Use _____
- _____
- Remove _____
- _____

Four-Part Greeting:

- Smiling _____
- _____
- _____/_____
- Offer to _____



“Dealing with people is probably the biggest problem you face, especially if you are in business. Yes, and that is also true if you are a housewife, architect or engineer.”

~ Dale Carnegie ~

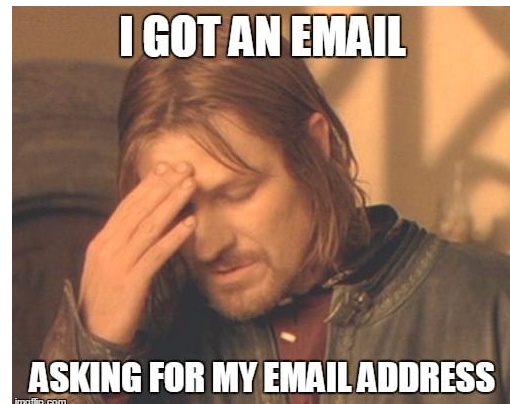
Voice mail:

- Friendly _____
- Shorten _____
- Eliminate the _____
- Real-time v. _____
- Avoid _____-by-_____
- Mention all _____



Email:

- _____ AND _____
- Use customer _____ when possible
- Begin with _____
- End with _____
- Friendly _____
- You are not _____!
- _____
- _____ information
- Newspaper _____



A-Ha Moments:

What I Will Do Differently: