

BEST PRACTICES FOR EXCELLENT CUSTOMER SERVICE

WALK-INS & VISITORS

1. Acknowledge and welcome all visitors with a smile
2. Assist to their needs to the best of your ability. If you can't help them, immediately connect them with someone who can.
3. When serving non-English speakers, converse in their language. If not able to, get someone who can assist you.
4. Before customers leave, verify that all needs were met. Ask them if they need further assistance.

Examples

"Good morning, welcome to....how may I help you?"

"I hope we were able to address your needs. Is there anything else we can help you with?"

"Have a great day we hope you visit us again soon."

PHONE CALLS

1. Answer all calls within the first three rings.
2. Greet each caller with your name and the name of your school or department
3. Give callers your full attention and offer your assistance.
4. Try to resolve the question yourself, if you can't resolve it right away, give the caller the choice to hold for a short period or be called back.
5. When serving non-English speakers, converse in their language. If not able to, get someone who can assist you.
6. Before customers leave, verify that all needs were met. Ask them if they need further assistance.
7. Update your voice-mail message at least once a year. Give callers a return date and alternative person to call if you will be out for two or more days.

Examples

"Good morning...this is xxx speaking how may I help you?"

"Have a great day we hope you visit us again soon."

"May I place you on a brief hold while I try to resolve this for you?"

"Would you like to leave your name and number so that I may contact you?"

"XXXX is not available at this time. Would you like to hold or shall I take a message?"

Treat all concerns and inquiries with professionalism and confidentiality.

Follow the Golden Rule - Treat others as you would like to be treated.

EMAIL COMMUNICATION

1. Make sure your emails are concise, clear, and courteous. Establish a subject line for your messages.
2. Avoid using ALL CAPS, emojis, and abbreviations when communicating via email or sending any other type of information.
3. Your email is a powerful tool for professional use only. Remember that all emails are subject to Public Information Requests and may be reviewed and forwarded to other individuals within or outside the school district.
4. Setup an auto-reply message if you will be out for two or more days. Provide a return date and/or an alternative person to contact you if it's an urgent matter.

Do's

Always respond within 24 to 48 hours.

If you have a complicated email that needs attention, reply acknowledging receipt and that you will reply shortly.

Be cautious when forwarding emails and make sure to review all contents before forwarding.

Email Signature

Please refer to our PSJA ISD Styleguide to ensure you are using our district's signature.



HELPING UNHAPPY CUSTOMERS

1. Listen to customers as they share their concerns or issues and take notes, if needed.
2. Stay calm, and listen attentively. Don't interrupt or argue with the customer.
3. Be sympathetic to the customer's concern. Apologize if needed, based on the situation. Put yourself in their shoes and don't take it personally. Treat customers with respect regardless of their behavior.
4. Ask questions if needed to clarify your understanding of their concern,
5. Monitor your voice and tone at all times so that you don't come across as demeaning or condescending. Don't be sarcastic or frustrated.
6. Thank them for bringing up their concern or issue to your attention. Assure them that their concern will be addressed by you or a supervisor, depending on the situation. Get their contact information to follow up, if needed.

Examples:

Do's

Phrases to use:

- *How can I help you?*
- *I don't know the answer, but let me find out for you.*
- *I am sorry this happened, but here's how I can help*
- *Thank you for bringing this to our attention. We will make sure to...*

Dont's

Avoid saying the following...

- *I don't know*
- *This isn't my job*
- *I'm busy*
- *Call back later*
- *I can't do that*
- *No one is available to help*

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CARE CUSTOMER
SERVICE
STANDARDS

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