



## FAMILY AND COMMUNITY ENGAGEMENT PLAN 2019/2020

### Customer Service

**Directions:** After viewing the customer service document created for the 2019-2020 FACE Plan, consider two scenarios: one providing exceptional interaction and one that should be improved. Identify the positive interaction that demonstrates exceptional customer service. Elaborate on the positive features of the interaction. Identify an interaction that could have been handled differently. Elaborate on the scenario needing improvement and identify actions to improve the level of customer service in

**Scenario One:** A parent calls frantically requesting to speak to their child's administrator because they want to tell the child to walk home because a family emergency just occurred, but the administrator is in a meeting. The receptionist who answers the phone is made aware of the particulars of the circumstances and informs the parent of the policy regarding students being dismissed to walk home and that an administrator would need to get involved. The parent asks if the magnet coordinator was available, to which the receptionist informed the parent she was in a meeting as well. The receptionist expressed her sympathy for the parent having to go through distress and reassured that she would help her as best she could. She then proceeded to use the 2 way radio to call the administrator, informing him that there was a situation that needed his immediate attention and needed him to leave the meeting in order to assist. At which point the administrator left the meeting, went to his office, took the call and the appropriate actions to assist in the situation.

**Identify positive features of this interaction:**

The school personnel made the parent feel comfortable and reassured, she remained calm, she did not cause the parent to have to deal with more than one person and get more frustrated from having to repeat the circumstances.

**Scenario Two:** A teacher is having a particularly difficult time with getting a 6<sup>th</sup> grader to follow class rules and procedures. She decides to reach out to the child's parent in an effort to devise a system to help the student get in a place where they can experience success in the class. However, the mother was unavailable via phone when the teacher called, so a message was left, and the teacher followed up with an email. Though unintended, something about the phrasing of the e-mail was offensive to the parent and instead of being able to come up with a solution with the parent, the teacher finds herself needing to defend herself and apologize the unintended offensive tone.

**Identify actions to improve the level of customer service in scenario two:**

The main concern here is to keep communication concise and precise. It would have been to send a simply email requesting a call at the parent's earliest convenience to discuss some potential concerns.

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**Comments:**