

## Sample Customer Service Standards for New Mexico School Communities Welcoming All Families

### We believe that every family and visitor to the school should feel:

- Welcome in the school
- Informed of important news and policies of the school
- That they have the opportunity to be involved
- Made to feel important and valued
- Listened to
- Made to feel secure and confident in the school's capacity to educate their children

### Communication

#### Telephone

1. Answer calls by the third ring.
2. Always answer with a formal greeting and a smile.
3. Avoid and limit hold time.
4. Speak the same language as the customer; if not possible, find someone who can help with communication.
5. Listen and repeat caller's request.
6. Allow callers to express their concerns without interrupting.
7. Inform caller of the extension and contact person's name when transferring.
8. Take messages when needed
9. Always ask callers if there is anything else you may assist them with.
10. Ensure that voicemail is updated, informative and functional (able to receive messages).

11. Thank caller for calling.
12. Return calls within 24 hours.
13. Maintain confidentiality and privacy.

#### Emails

1. Return emails should be completed within 24 hours.
2. Personalize emails by referencing the customer's question and using their names in the response.
3. Use a short, meaningful phrase in the 'Subject' line. Never type in a person's name.
4. Proofread all responses for clarity, completeness, and comprehension.
5. Maintain confidentiality and privacy.

### Walk-Ins and Visitors to the School

1. Always remember that students, parents and families, staff, and community members are all customers.
2. Speak respectfully to visitors and to each other.
3. Always remain courteous and respectful during interactions with ALL customers both internal and external.
4. Maintain confidentiality and privacy.



## Colleagues as Customers

1. Greet each staff member with a smile.
2. Use a positive and professional greeting.
3. Treat all customers with respect and dignity.
4. Always remain courteous during customer interactions.
5. Maintain eye contact with customers.
6. Speak the same language as the customer; if not possible, find someone who can help with communication.
7. Give visitors specific directions when referring them to other locations.

## Walk-Ins and Visitors to the School

1. Allow customers to express their concerns by listening before speaking.
2. Don't argue with the customer. Maintain a professional demeanor.
3. Take ownership of the problem. Refrain from blaming anyone else.
4. Empathize with the customer.
5. Repeat and rephrase to make sure you understand the problem the customer may be having.
6. If you can't reach a resolution with the customer, escalate the matter to another level of authority.
7. Focus on options and alternatives.
8. Maintain confidentiality and privacy.

Adapted from Albuquerque Public Schools Customer Service Standards