



# Customer Service Standards

## We believe that every customer should be:

- Made to feel welcome
- Made to feel important and valued
- Listened to
- Kept informed
- Made to feel secure and confident in the District's capacity to educate students

## Touch Point Communications

**PURPOSE:** To provide consistency in telephone calls, emails, and voicemail practices throughout APS.

**USE:** As a reference when answering telephones and emails.

### 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. Listen and repeat caller's request.
5. Allow callers to express their concerns without interrupting.
6. Inform caller of the extension and contact person's name when transferring.
7. Take messages when needed.
8. Always ask callers if there is anything else you may assist them with.
9. Ensure that voicemail is updated, informative and functional (able to receive messages).
10. Thank caller for calling.
11. Return calls within 24 hours.
12. 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.

## Difficult Situations

**PURPOSE:** To help work through difficult situations with customers.

**USE:** As a reference when dealing with upset and angry customers over the phone or face-to-face.

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.

## Walk-ins & Visitors

**PURPOSE:** To ensure a welcoming environment for all customers.

**USE:** As a reference any time a customer enters the workplace.

1. Greet each visitor 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. If possible, 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.
8. Maintain confidentiality and privacy.

## Colleagues as Customers

**PURPOSE:** To ensure appropriate discourse between colleagues and all internal customers.

**USE:** As a reference to establish and promote a spirit of teamwork within the workplace.

1. Always remember that students, parents, 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