

CEO Briefing

Customer Service

February 1, 2013

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VISION

That all students will complete school prepared for ongoing learning as well as community and global responsibilities.

MISSION

To provide exceptional educational opportunities that motivate and engage each student.

STUDENT DEMOGRAPHICS

- **44,500 students in 50 schools**
- **29 elementary schools, 10 middle schools, 8 high schools, 1 PreK-through-12 school**
- **12 alternative school programs**
- **White: 2012 – 40%**
2002 – 54%
- **Black: 2012 – 12%**
2002 – 11%
- **Hispanic: 2012 – 44%**
2002 – 33%

WHO ARE OUR CUSTOMERS?

- **Students**
- **Parents**
- **Taxpayers**
- **Community Members**
- **Employees**
- **Business**
- **Government Agencies**

CUSTOMER SERVICE

Goal: To enjoy the benefit of having a supportive community engaged in the education of our students

Strategies: Focus on customer service through strong relationships by providing welcoming environments and by resolving issues with respect and understanding

CURRENT CUSTOMER SERVICE EFFORTS

The Disney way – district-wide training for non-instructional staff on customer service

Gen X training – training on working with people from different generations

DISCUSSION TOPICS

**How does your organization
define customer service?**

DISCUSSION TOPICS

**What are the key components to
a good customer service plan?**

DISCUSSION TOPICS

**How do you train your staff
on customer service?**

DISCUSSION TOPICS

How do you promote good customer service both internally and externally?

DISCUSSION TOPICS

What should we first focus on to further our customer service based culture?