

Browning Public Schools
Board Agenda Request
Meeting To Be Held: 5/25/22



Recognition: Students Staff Parents
Information: Building Report Old Business Superintendent's Report
Action: Resignations Hiring Contract Service Agreements
 Travel Out-of-State Travel In State Approvals
 Termination Legal Matters Other:
 This action request pertains to Elementary (only) High School/District Wide

Date: 5/6/22

To: Board of Trustees
 Browning Public Schools

From: Corrina Guardipee-Hall
Title: Superintendent

Subject: American Association of Schools Customer Service Training 2021-2022

Description: Contractor provides half-day course, blends customer service theory with practical tips for improvement. Participants engage in lively conversations regarding the fundamental needs of customers, pet peeves, and good versus bad service. With the aid of humorous video clips, discussions center on probable causes of bad customer service. This class also includes a detailed look at proper service habits for various modes of service including face-to-face, telephone, and email conversations

Financial Impact: \$3,800.00

Funding Source (Budget/grant, etc.): Professional Development

Attachment(s): Proposal

Superintendent Action: Approved Denied Deferred Initial & date: _____

Comments: _____

Board Action: N/A (Info) Approved Denied Tabled to: _____



Proposal for Services

- Client:** Browning Public Schools (MT)
- Service:** The American Association of School Customer Service (AASCS) will deliver onsite training, Customer Service 101, to a cohort of up to 30 Browning Public Schools staff members in the morning, then repeat the course for a second cohort of staff members in the afternoon. The course description is listed below. Handouts will be printed by the school district.
- Price:** \$3,800 (includes travel)
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Customer Service 101:

This half-day course blends customer service theory with practical tips for improvement. Participants engage in lively conversations regarding the fundamental needs of customers, pet peeves, and good versus bad service. With the aid of humorous video clips, discussions center on probable causes of bad customer service. This class also includes a detailed look at proper service habits for various modes of service including face-to-face, telephone, and e-mail conversations.

Customer Service 201:

This "roll up your sleeves" workshop is a half-day course designed to build upon the discussions from Customer Service 101. Participants are challenged to put service tips into practice through a combination of live phone calls and writing professional answers to real e-mail questions. They will also devise strategies for serving especially difficult customers (such as Belligerent Bob, Pompous Paul, and Basket Case Brenda), delivering bad news and professionally handling public criticism.

Customer Service 301:

This final half-day session utilizes a series of actual school photos as the basis for a detailed discussion of first impressions. Using fun fictional companies, groups work to improve "selling" our schools in order to build parental and community support. Participants will enjoy examining the concept of reputation management using adjectives and "badjectives" from pop culture. Groups will finish by working together to draft customer service promise statements that establish public accountability.