

10 Ways to Build a Culture of Exceptional Customer Experience in Schools

K-12 public schools across the country face dramatic enrollment shifts. In many states, increased competition from charter and private schools has **led to declines**. In others, enrollment is on the rise, presenting its own set of challenges. In both cases, school leaders need to deliver strong customer experiences to build trust in their districts. These 10 strategies will help you transform your school culture.

1 Embrace Customer Service as a Must-Have, Not a Nice-to-Have

It's easy to see customer service as just one more expenditure. But wise leaders **understand the full cost** of not investing in customer experience. They work to keep students and their families engaged.



2 Move Beyond 20th-Century Thinking

There's an old saying: "Customer service is everyone's job." But if it's everyone's job, it's also no one's job. Take the lead on customer experience. Be available. Be responsive. Be courteous.



4 Get Buy-In at Every Level

New initiatives tend to make people apprehensive. When introducing a new approach to customer experience, take time to answer questions and ensure your staff understands the stakes.



3 Use Technology as an Accelerator, Not a Solution

Just as technology alone can't transform teaching, it can't drive customer service on its own. Schools must provide adequate training and professional development to deliver quality customer experience.



5 Establish Clear Measures of Success

Three important measures to track are trending topics, response times, and experience score. These help you focus on your customers' concerns, your ability to address their needs, and their reaction to your response.



6 Find a Champion to Lead the Effort

Nothing will sink your school's next initiative faster than failing to appoint the right owner. This person must believe in your mission, inspire confidence, and be able to run a multi-department, multiyear project.



7 Support Customer Experience Across Your District

Customer experience requires a system-wide effort. Every department has a role to play, both in adopting the system and in helping fund it. Encourage full participation in the plan and enable cooperation at all levels.



8 Commit to Improving Your Culture

A customer experience culture requires strong leadership, community buy-in, appropriate staff development, and accountability on all sides. Commitment to each aspect is essential.



9 Implement Solutions With Fidelity

Effective implementation of school customer experience relies on two things: consistency and pacing. Set clear benchmarks and deadlines to measure the quality and timeliness of your customer interactions.



10 Keep Your Eyes on the Prize

When facing budget cuts, it's natural to consider cutting programs not directly tied to student instruction. But in times of fiscal restraint, smart leaders double down on the experience of their customers—students and parents.

Want to learn more about improving customer experience in your district? Download our **FREE** guide: **10 Secrets to Developing a Culture of Exceptional School Customer Service**