

Miami-Dade County Public Schools  
iCare Professional Development Action Plan

January 2013

Region: \_\_\_\_\_ School: \_\_\_\_\_  
Assistant Principal: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail \_\_\_\_\_  
Principal: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Form A: *PART I: iCARE CUSTOMER SERVICE ASSESSMENT***

Take a look at your organization through the eyes of a parent/stakeholder and respond in detail to the questions below:

Parent Assessment	Response
A. What are the first things you notice when you enter your school?	
B. What specific and noticeable action has the organization/school taken to make you feel welcome?	
C. Identify specific actions that make you feel uncomfortable or unwelcomed when you enter the school	
D. How could the school/organization improve their quality of service to you as the customer?	



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Form A: *PART I: iCARE CUSTOMER SERVICE ASSESSMENT cont.*

Parent Assessment	Response
E. What does good customer service mean to you?	



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**Form B: PART II: iCARE CUSTOMER SERVICE ACTION PLAN**

Please describe in detail your plan of action for disseminating the information you have learned to your respective staff members in an effort to improve the quality of customer service in all aspects at your location. Please make sure that your plan addresses the following components:

Action	Steps of Action Plan	Timeline	Person Responsible
A. Courtesy and Respect			
B. Responsiveness			
C. Communication			
D. Environment			



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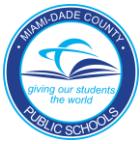
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**Form C: PART III: iCARE CUSTOMER SERVICE REFLECTIONS**

Please provide a brief reflection regarding the implementation of your iCare Action Plan.

Question	Response
A. How did your staff receive the plan?	
B. What challenges did you face?	
C. How did you address those challenges?	
D. What additional steps need to be taken to aid in the improvement of the level of customer service your organization provides?	



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**Form C: PART III: iCARE CUSTOMER SERVICE REFLECTIONS cont.**

Question	Response
E. How can you contribute to the development and maintenance of service standards in your organization?	

**\*\*\*Please complete the follow up activity above, and send a copy of the sign-in sheet and agenda from your follow up session via school mail or email to [valtheme@dadeschools.net](mailto:valtheme@dadeschools.net) no later than March 20, 2013\*\*\***



To go from 'GOOD to GREAT' we must be better than we are today.  
Our aim is to create a common vision for ideal service that is shared and expressed throughout MDCPS  
How do we add value to the educational experience that is authentically ours and sustainable?

# Student to Customer



Look at our students & parents as Customers who count on us to provide a profoundly essential service



What are these companies selling? Solicit answers from participants. EX:  
MacDonalds sells hamburgers , etc  
BUT WHAT THEY ARE REALLY SELLING IS AN EXPERIENCE  
This is the essence of the Brand promise

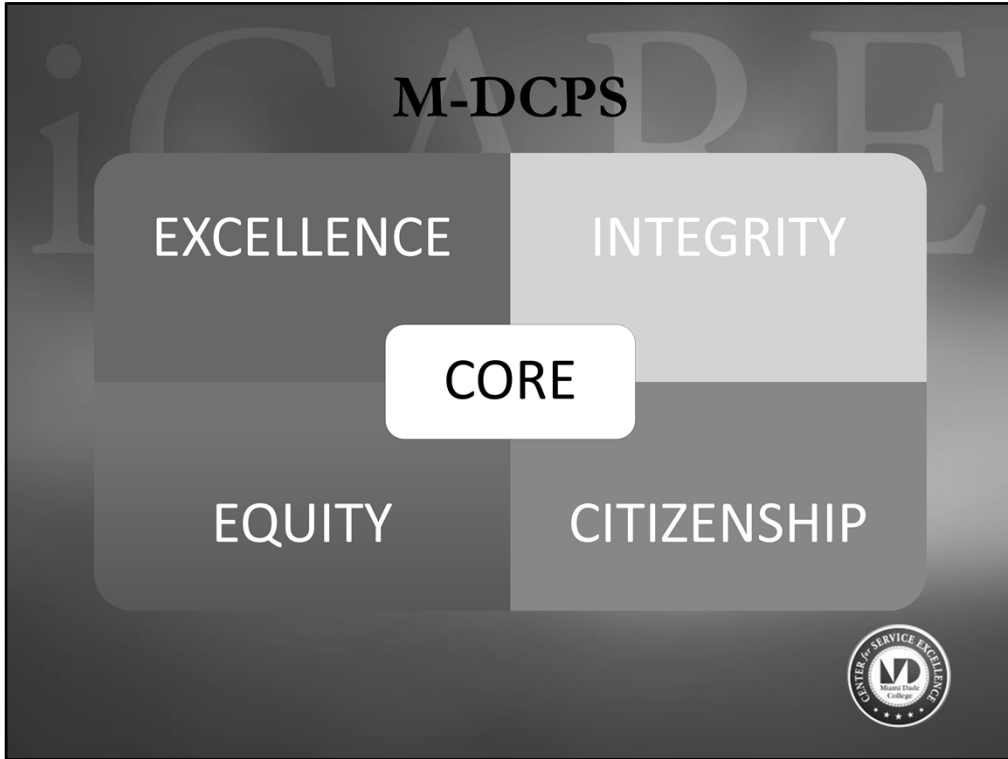




What is our Brand promise?



The customer really makes the decision on what we stand for



The Core must be expressed in every contact moment

## Core Values in Service

- **Excellence** expressed in **RESPONSIVENESS**
- **Integrity** expressed in **COURTESY & RESPECT**
- **Equity** expressed in **ENVIRONMENT**
- **Citizenship** expressed in **COMMUNICATION**



Examples of how service expresses our Core

## From the Superintendent...

*“Through iCARE, we’ll be reminded of the District’s Core Values and how to integrate them into everything we do on the job. How well we do this has enormous implications, influencing how our parents, visitors, taxpayers, and other stakeholders view us- and how well they trust us with their children, dollars, support , and business.*

*Good customer service is Everyone’s responsibility.”*



How do we create an atmosphere where parents Trust us with their precious children?

## CUSTOMER SERVICE is:

- Building relationships,
- Meeting customer needs, and
- Creating a sense of....

***Satisfaction!***

***- C. Leslie Charles,***

***The Customer Service Companion***



Is this the best we can do?

**SERVICE EXCELLENCE is:**

- **building relationships,**
- **exceeding customer needs, and**
- **creating a sense of....**

**absolute delight!**



Going beyond satisfaction. A merely satisfied customer will leave you for the next opportunity that arises.



We need to try our best in delivering services that the customer can feel and reflect as Experience



Whats your favorite shop??



Favorite shop activity,

# Service Aspects

## INTERNAL

- Give great service to your employees
- Hire the best and train them
- Monitor and evaluate performance
- Praise and reward appropriate behavior
- Make facility maintenance a top priority

## EXTERNAL

- Exceed Customer Needs
- Build Quality Relationships
- Focus on Communication
- Face Service Challenges Positively
- Be Seamless in Service
- Add Value to their Experience
- Value Loyalty
- Be Authentic / Be Real
- Connect with Trust





## Dimensions of Customer Loyalty

- CONFIDENCE – A name I always trust. Their service standards are high
- INTEGRITY-Always treat me fairly, they deliver as promised
- PRIDE –I am proud to be their customer and am respected
- PASSION – Can't imagine being without them.



# iCARE

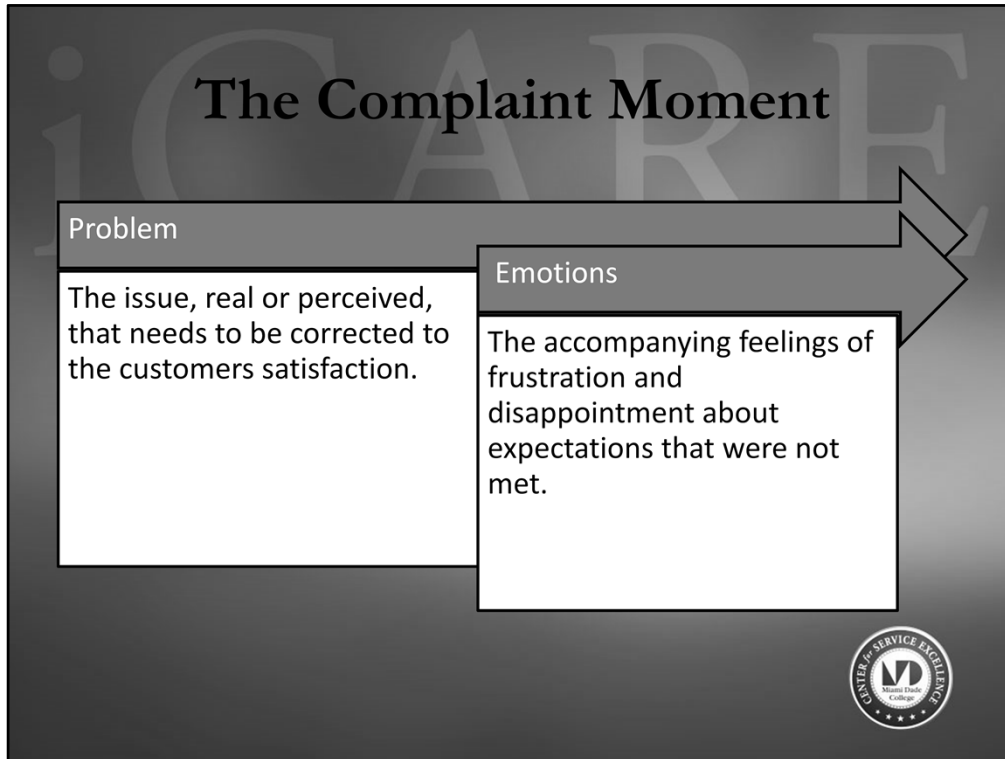
- What is our strategic competitive advantage at M-DCPS?
- What do we do best that contributes to the positive experience of our customers?
- How can we do these things better and/or differently for improved consistent results?



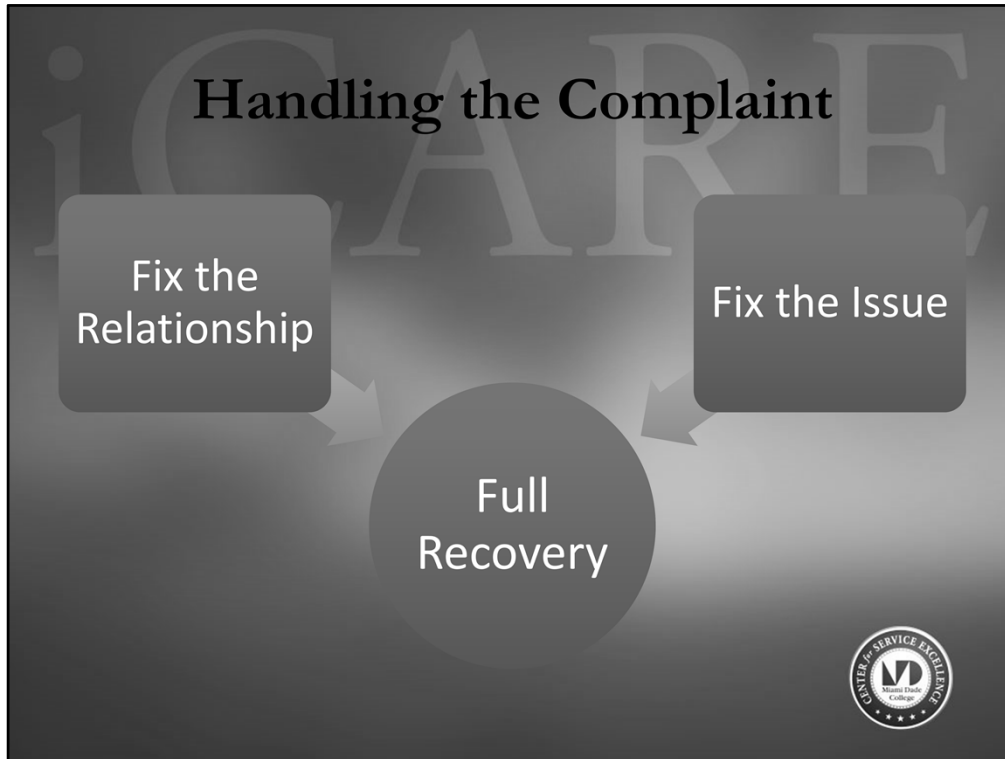
## Open the Channels of Communication



Right after break: Candy game - 3 volunteers  
Use as 'fun' description of how customer feels when they are Ignored, Given Wrong Info,  
Helped



The complaint comes to us as a double-whammy: Issue and Emotions at once. Always remember that the customer sees you as the face of the organization, so never take things personal

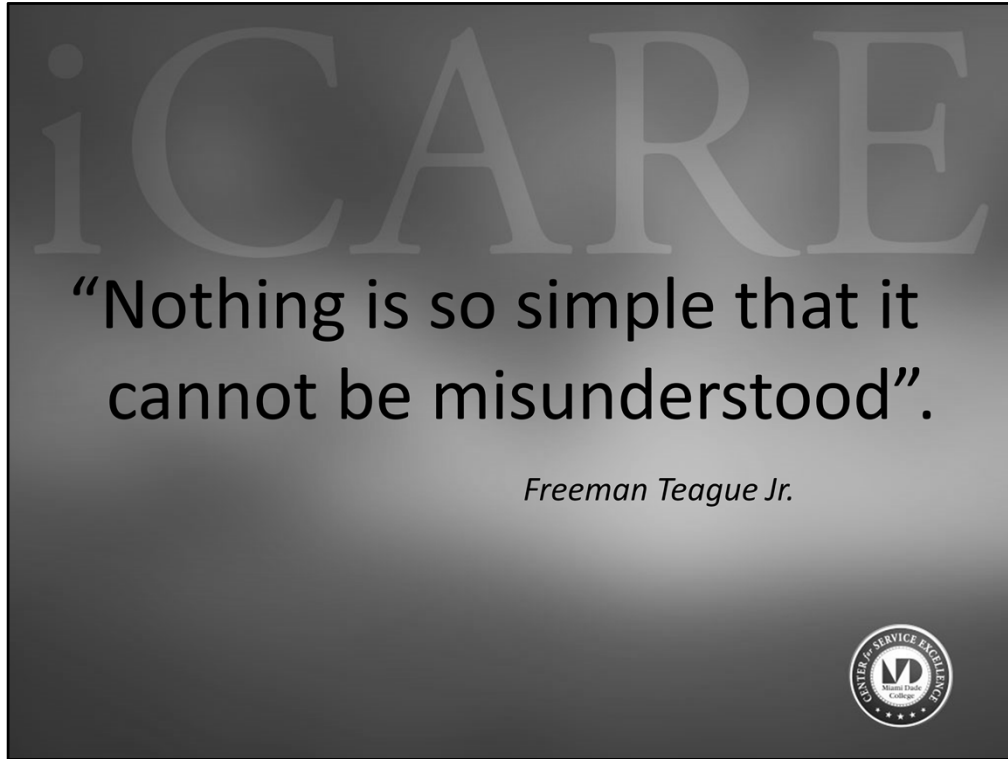


Remember that we must always aim to fix the relationship as well as the issue. We want them back, we want them to talk well about the organization. Think long term





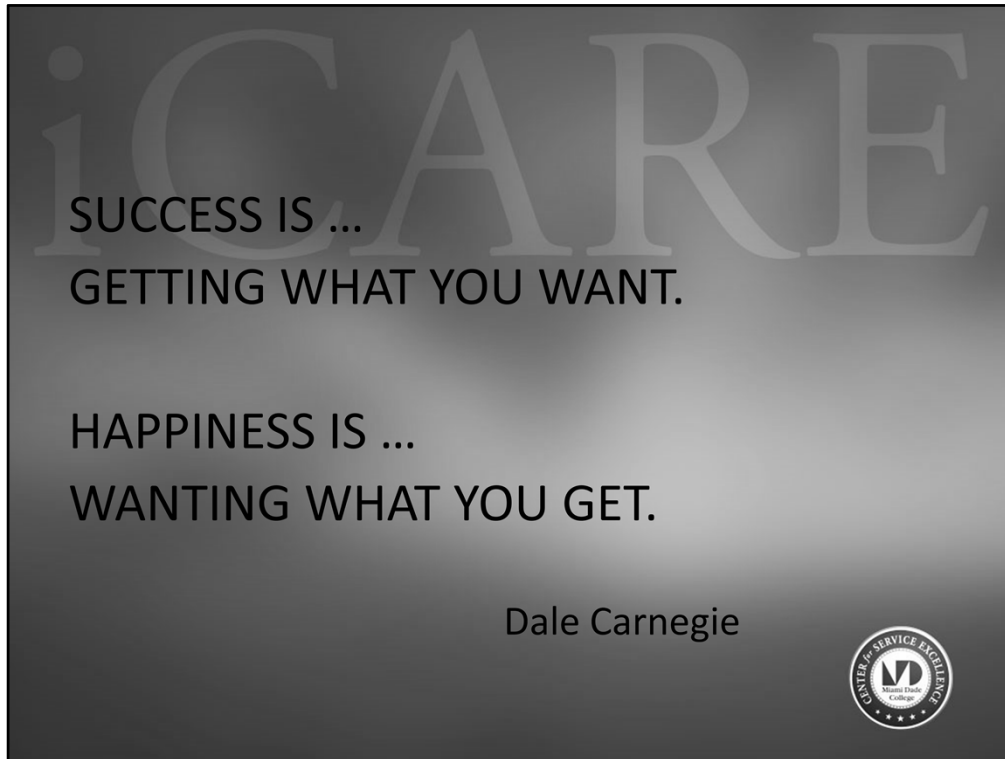
Listening to our customer is the most valuable communication skill: It demonstrates our respect, helps the efficiency of responsiveness etc



TELEPHONE Game: Separate room in two. Whisper the following phrase in first person's ear and ask them to pass it on until the last person. Compare the results of the two groups.

**Success is getting what you want. Happiness is wanting what you get.**

*-Dale Carnegie*



Where does confusion come from? deficiencies in giving clear message? Not paying attention? passing on a message that is not thoroughly understood? Putting a 'spin' on facts?

## Set the Stage: the 5 Senses

- clean environment
- keep extraneous sounds such as music subdued and under control- not interrupting other environments
- comfortable temperature (not too cold or hot)
- orderly environment
- engage face-to-face- well groomed- pleasant/polite-smile
- communicate clearly



Observe your environment through the senses first – your customer do!



One day a man was walking along the beach when he noticed a boy picking something up and gently throwing it into the ocean.

Approaching the boy, he asked, “What are you doing?”

The youth replied, “Throwing starfish back into the ocean. The surf is up and the tide is going out. If I don’t throw them back, they’ll die.”

“Son,” the man said, “don’t you realize there are miles and miles of beach and hundreds of starfish? You can’t make a difference!”

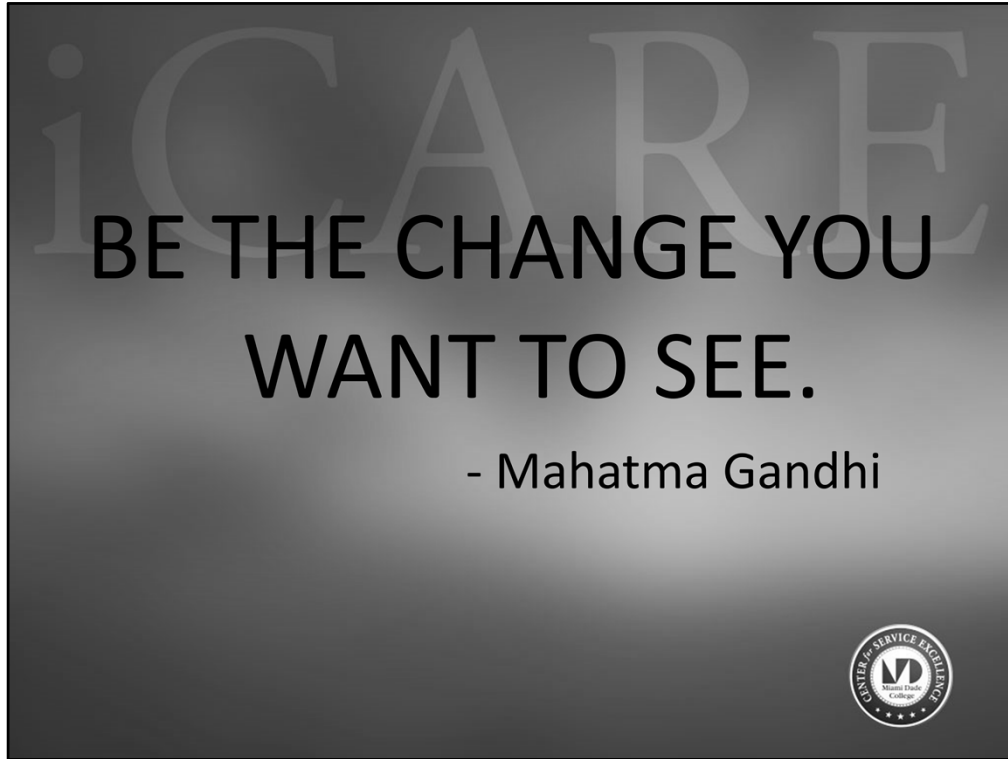
After listening politely, the boy bent down, picked up another starfish, and threw it back into the surf.

Then, smiling at the man, he said, “I bet I made a difference for that one.”

Drawing cartoons. Those are my starfish.

Whatever it is you choose to do; be it art or working for a large corporation, find out what your own starfish are.

Then keep throwing them back into the water. Every day. Do that, and you will be be happy.



Start with yourself. Be a model for this change

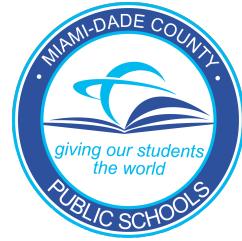
## Recommended Readings

- Disney Institute (2001) *Be Our Guest, Perfecting the Art of Customer Service*, Disney Editions, New York
- Kotter, J. (1996) *Leading Change*, Harvard Business School Press, Boston Massachusetts
- Middleton, K. & Petit, E. (2007) *Who Cares? Improving Public Schools through Relationships and Customer Service*, Wheatmark, Arizona
- Pine, J. & Gilmore, (2011) *The Experience Economy*, Harvard Business School Publishing, Boston, Massachusetts
- Robinson, K. (2009) *The Element*, Penguin Books



# *iCare*

## *Customer Service Initiative*



M-DCPS believes that a major component of ensuring high student achievement is establishing a school learning environment in which customers feel welcomed and valued. Attending to customers provides consistency in all interpersonal practices that impact relationships throughout the district. We define **"Customer"** as anyone with an interest in Miami-Dade County Public Schools: a student, parent, member of the community, vendor, or a fellow district employee.

## **Core Values as Standards of Customer Service**

### **Courtesy and Respect**

- Be courteous during all customer interactions and sensitive to cultural or ethnic identities.
- Maintain the customer's confidentiality and privacy.
- Communicate from a positive perspective.

### **Responsiveness**

- Assume responsibility for assisting or directing the customer to the appropriate person.
- Return phone calls and e-mails in a timely manner. If an immediate response is not possible, notify the customer of an estimated time of response.
- Be culturally sensitive when a customer speaks a language, if necessary, seek assistance.

### **Communication**

- Acknowledge and greet each customer upon their entrance into the building.
- Answer the telephone in a timely manner. Use voice inflection to ensure that the customer perceives interest.
- Demonstrate an attitude of respect to callers and visitors.



- Be knowledgeable of the functions in the work place and the organization of the district.

## **Environment**

- Be responsible for creating an inviting, family-friendly environment in all district facilities.
- Wear a badge to make identification easier for customers.
- Wear appropriate attire to reflect the district's world class standards.
- Avoid eating, drinking, conducting personal calls, or conversations in the presence of customers.



# Millennial Access Platform 2012-2013 Results MAPS to Radically Different Learning Environments

2012-2013 Millennium Access Platform (MAP) iCare Customer Service Campaign

**Strategic Pillar:** Student, Parent, and Community Engagement

**Implementing Bureau/Cabinet Member:** Office of Intergovernmental Affairs, Grants Administration and Community Engagement / Iraida R. Mendez-Cartaya, Assistant Superintendent

**Description:** Recommended by the Family and Community Involvement Advisory Committee (FCIAC) to improve the quality of customer service throughout the district through professional development trainings.

**Objectives:** **Student, Parent and Community Engagement** – To provide excellent customer service to all customers, therefore increasing student, parent and community participation.  
**School Climate** – Improve overall school climate with improved customer service.

**Deliverables:**

1. Superintendent’s Message to All Employees posted in Dadeschools TV (January 2013)
2. Delivery of Train-the-Trainer workshops to Customer Care Coaches (Assistant Principals – January 24 and 25, 2013)
3. Customer Care Coaches implement training at school site with appropriate personnel (i.e., front office staff, security, etc.) (February – May 2013)
4. iCare training video produced and posted for all employees (Summer 2013)
5. Develop web-based Customer Service Tips (Summer 2013)
6. Develop online feedback tool (Summer 2013)

**Connection to Student Achievement:** By improving customer service we strengthen parental involvement and community engagement; resulting in greater resources and advocacy leading to increased student performance.

**Implementation Summary:**

<b>Fall 2012</b>	Reviewed customer service standards and trainings available internally and externally.
<b>December/Jan 2013</b>	Professional Development facilitated in conjunction with Miami Dade College Center of Excellence to introduce the iCare Campaign with Superintendent’s video message.
<b>Feb - May 2013</b>	iCare Coaches facilitate iCare training with staff at school sites.
<b>July 2013</b>	Develop and post online community feedback tool.
<b>September 2013</b>	iCare training video will be available online for all employees.
<b>February 2014</b>	Review feedback tool results and evaluate program outcomes.

**New Cost/Cost Savings:** N/A

**Measurable Results:** Retention of student enrollment and increased parental satisfaction

**Recommendation for Continuation/Replication/Expansion:** Incorporate iCare customer trainings into new teacher orientation, embed excellence in customer service as part of the school culture.

**Lessons Learned:** Evaluation will be based on online feedback tool data and comparison of particular school climate survey data from January 2013 with January 2014.

## Making Customers Count

Recommended by the Family and Community Involvement Advisory Committee (FCIAC), this initiative is designed to improve customer service throughout the district.

Professional development , web-based customer service tips, and online feedback are utilized to improve environmental and interpersonal factors that impact relationships with our customers.

