



Customer Service

A Magic Wand





Story Time

Holiday in Santorini



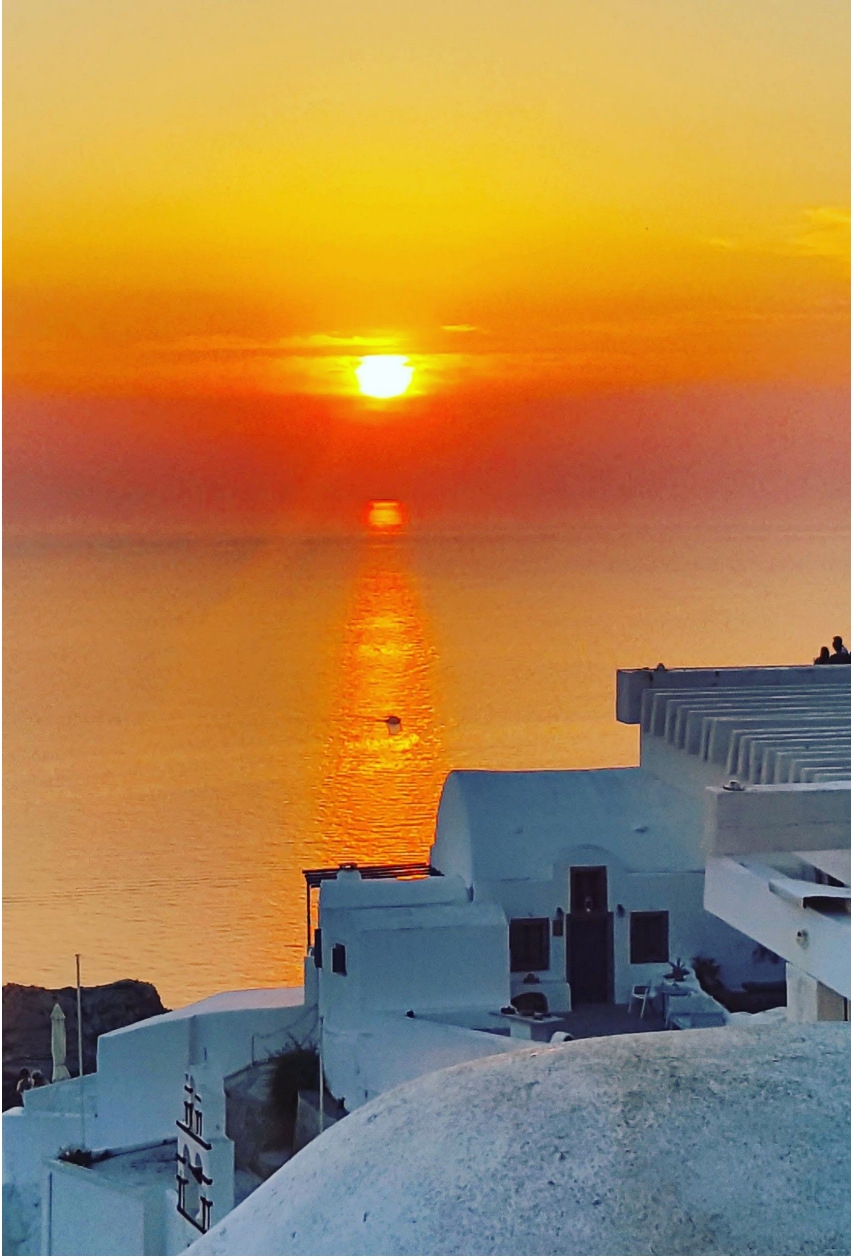
Knew what the problem is



Solutions that made it worse

Don't Go to Greece! ?





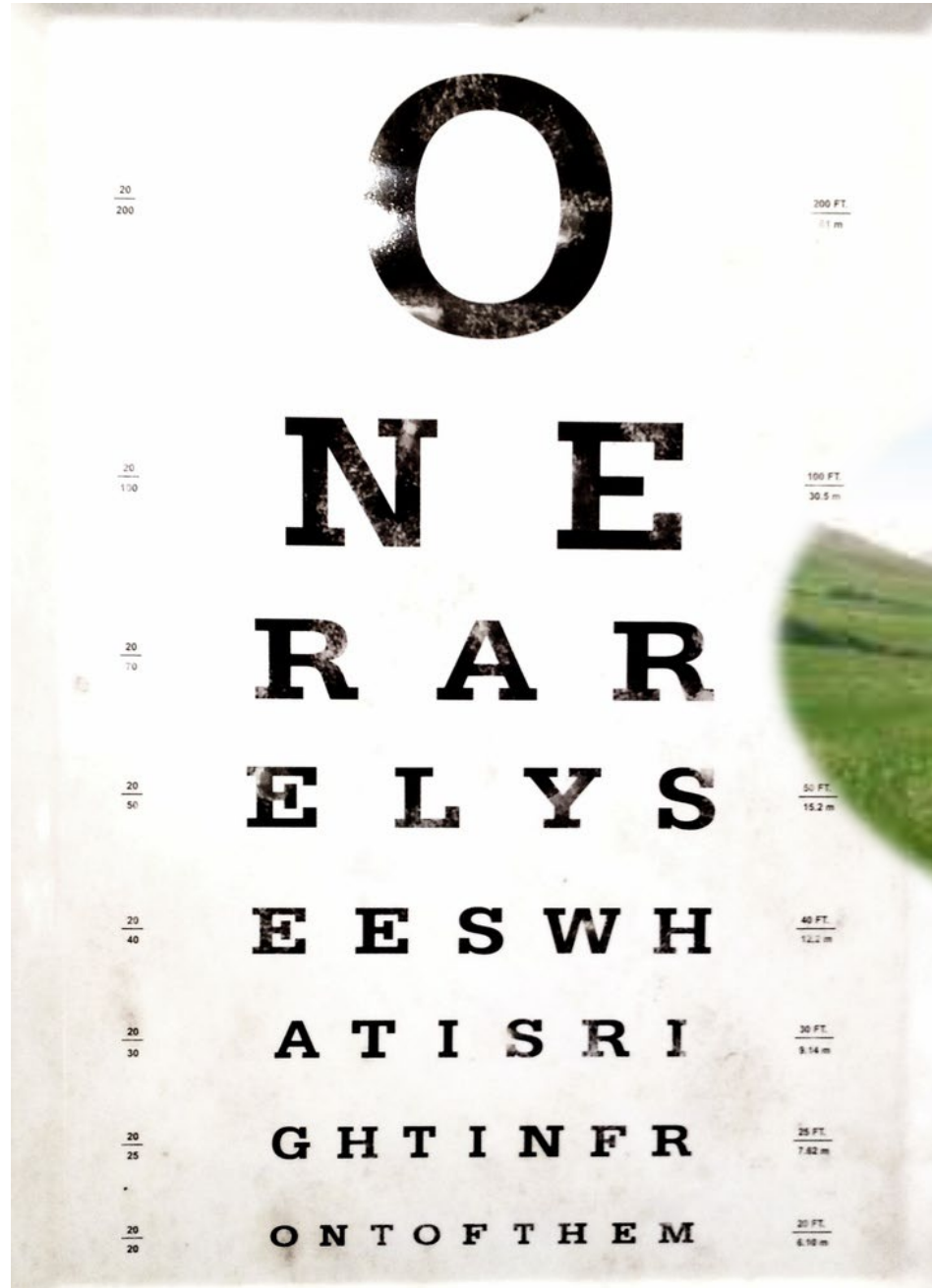
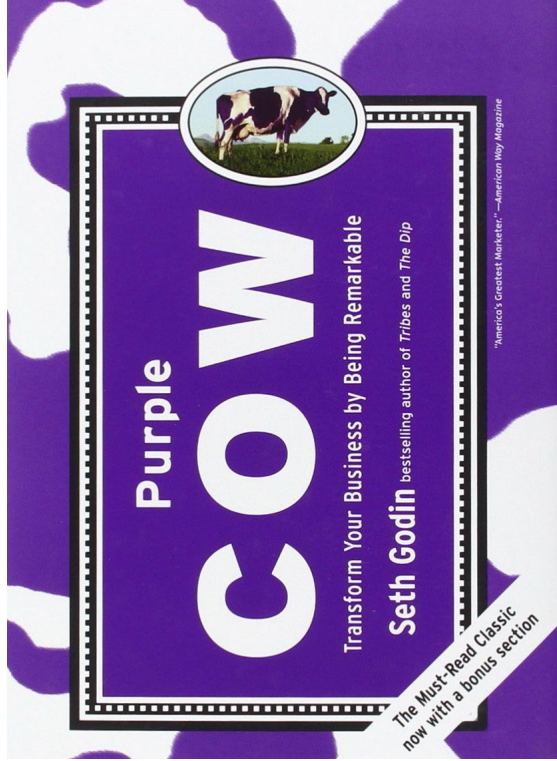
"You can't just run away from your problems forever"

Me:



- You know what the problems are
- Problems grow like Forrest Gump's beard
- Complainers spread the word faster than COVID







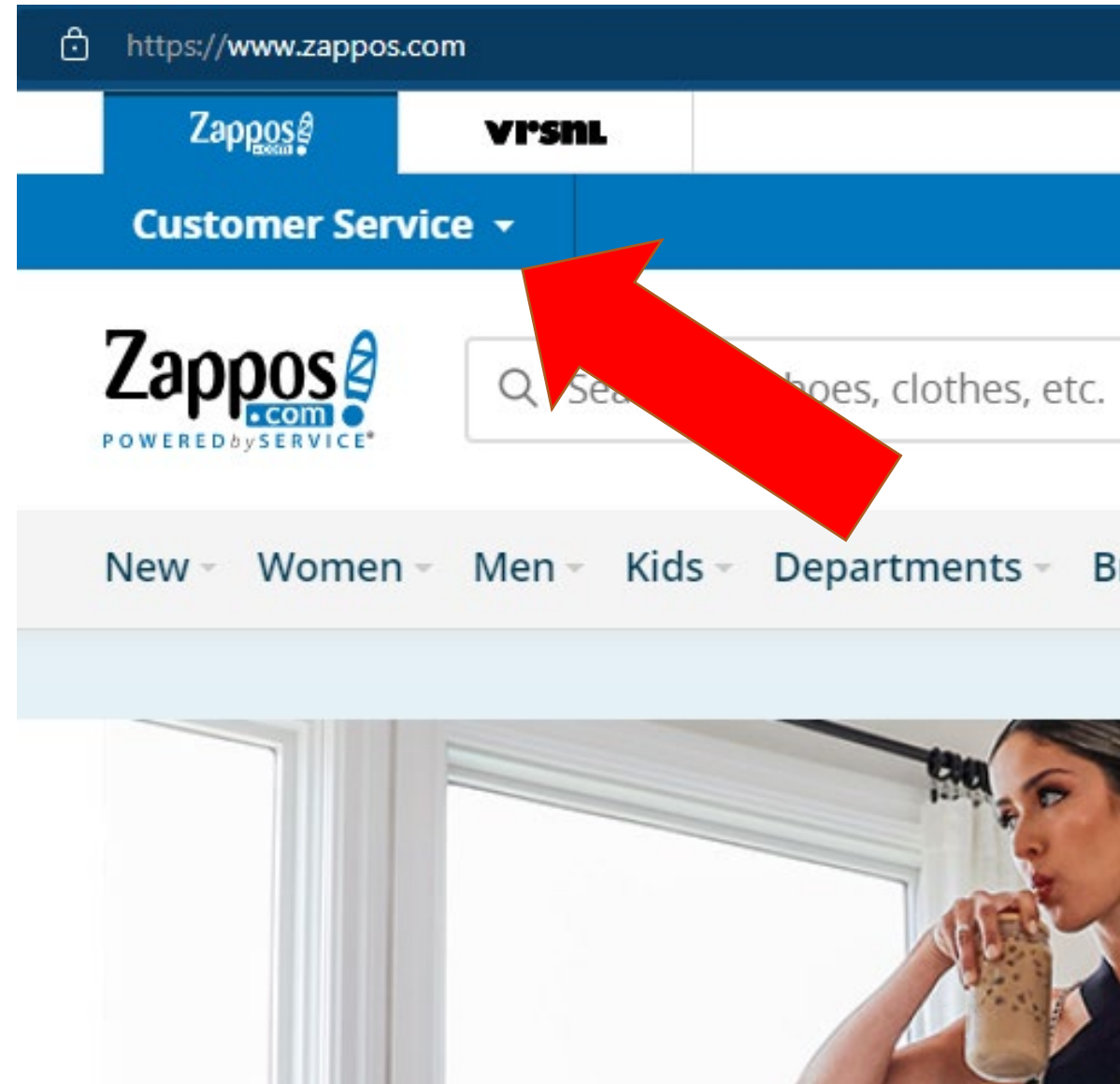
Role Models who get
it right:
Avocado, Zappos, Ritz

- Avocado
- Zappos
- The Ritz-Carlton

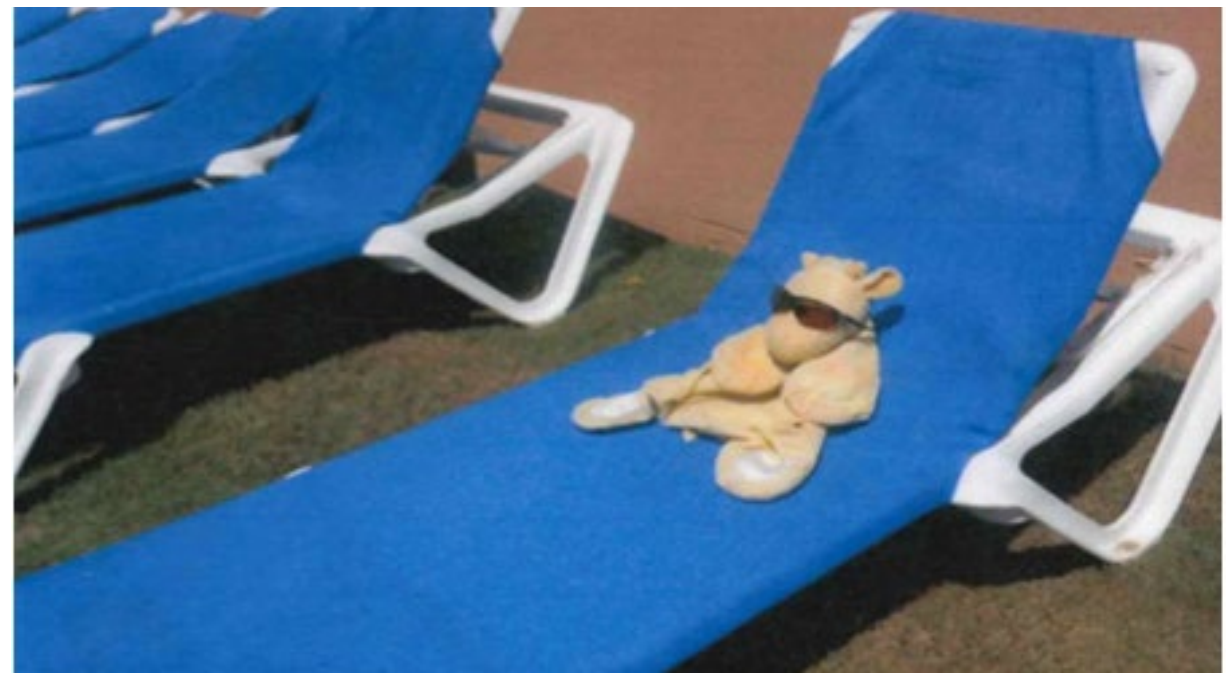
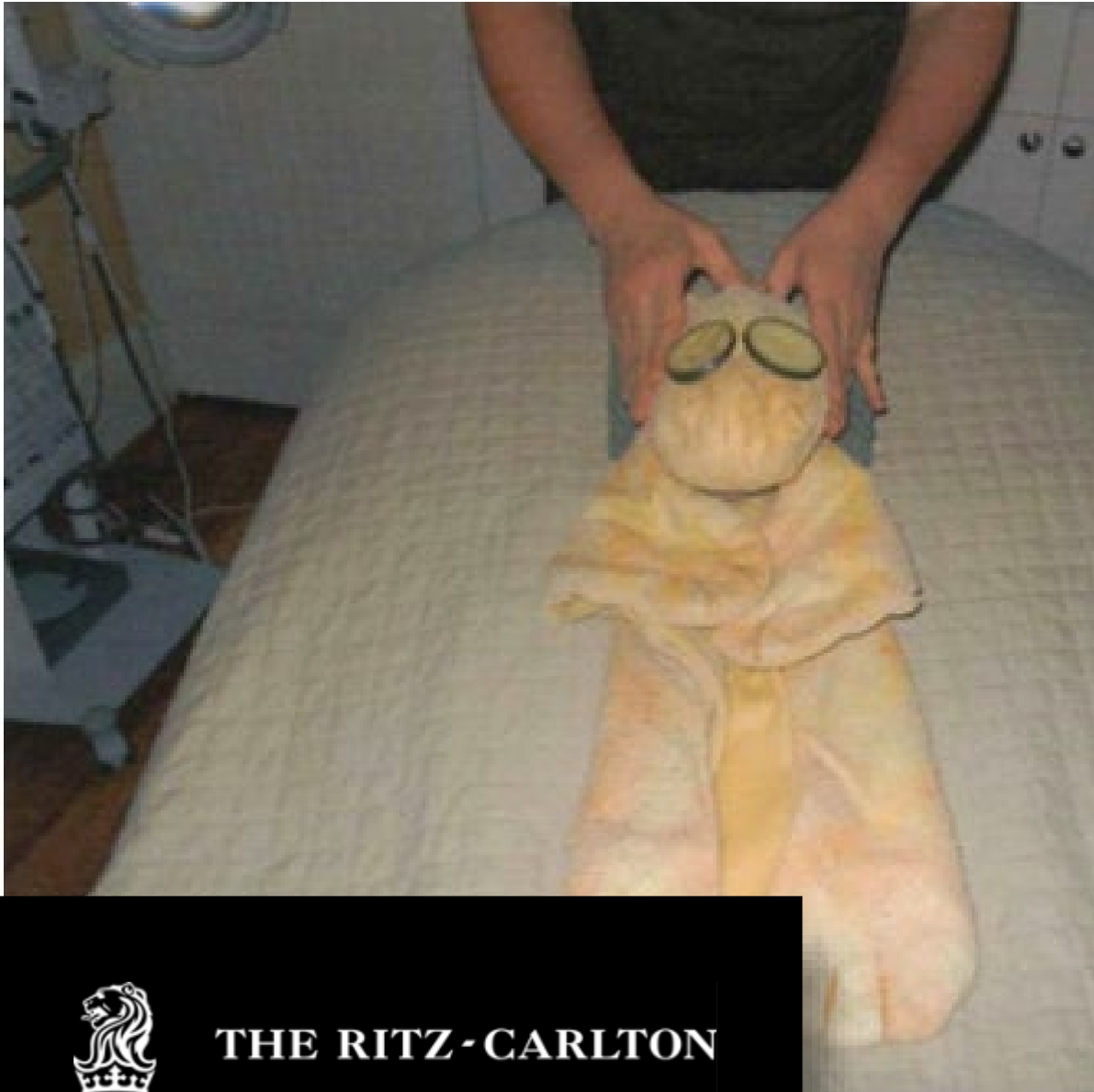
Serious about service!

10 Core Values #1 is “Deliver WOW Through Service”

Since our humble beginnings, Zappos has been a **customer-obsessed** company that focuses on **delivering a WOW experience**. We aim to inspire the world by showing it's possible to simultaneously **deliver happiness to customers**, as well as employees, vendors, shareholders and the community, in a long-term, sustainable way.



Joshie getting a massage at the spa...




And Joshie driving a golf cart on the beach (who knew giraffes could drive?).



THE RITZ-CARLTON

"Do unto others as you would have
them do unto you".





At the end of the day people won't
remember what you said or did, they will
remember how you made them feel.

Maya Angelou

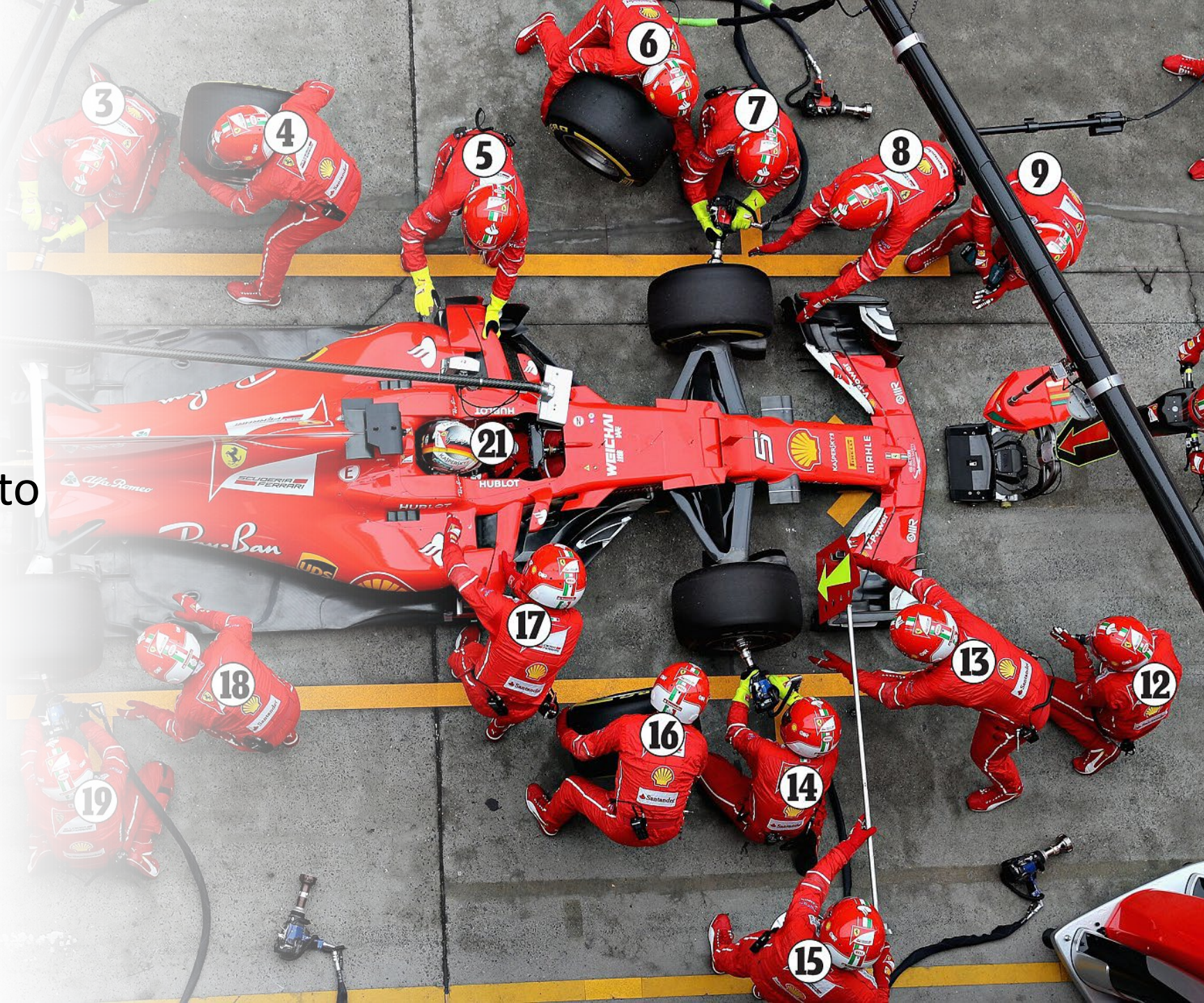


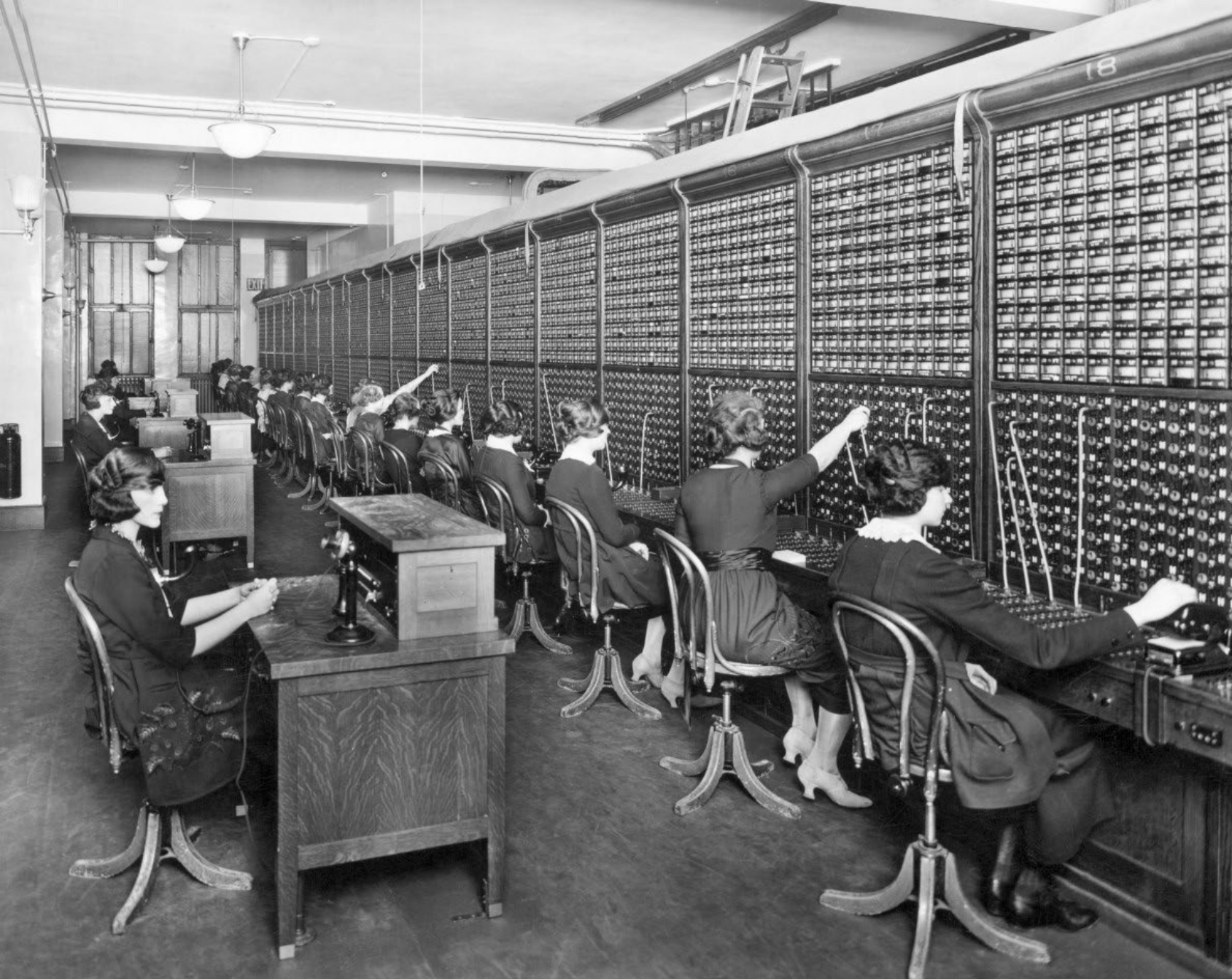
Make it easy

Free things the customer won't hate you for

Lightning round

- Put people first. Our problem is not their problem.
- Empower your people to solve problems..
- ...Fast
- It is a race





The telephone!

- Automated greetings
- Outdated messages
- Full mailboxes
- Call your school now!



Answering the phone

- Happy phone voice
- The phone rings a 100 times a day
- 84 schools in our network
- 170 school days
- **1.5 MILLION** chances to make people smile

Emails

- Signature Blocks
 - Provide all the info and links you want out in the world
 - Apply now? Donate here? Follow us on social media
- Answering all the questions in an email



Ted Havelka

Director for Enrollment Management and Financial Assistance
Diocese of Brooklyn - Catholic School Support Services

Mobile 203-550-1834

Email thavelka@diobrook.org

Web www.catholicschoolsbq.org

Schedule time to talk? calendly.com



Faded text: thavelka@diobrook.org

Visuals

- Cleanliness is next to Godliness
- Front door, lobby, first impressions
- Classrooms, what's on your windowsill?



Culture

- Run to the smoke





The Magic Wand

- Free in dollars
- Priceless in emotion
- Rewarding for everyone

**The best
marketing
strategy
ever: Care.**