



Book a Customer Service Training for Staff



Create District Customer Standards: Part 1 and Part 2

For districts to demonstrate quality customer service, it's crucial to first understand and identify their customer service standards. ASBA's customer service training is designed to help districts achieve this through a fun, interactive, and engaging approach.

This personalized training allows each district to create and define their unique customer service standards. Attendees will explore the importance of customer experience, fostering a positive culture, effective listening, and customer engagement. This training is a valuable professional development opportunity for both classified and certified staff, offered in 3-hour or 2-hour formats.



More —————>

I recently took part in a customer service training program offered by ASBA, tailored for our front office staff and administrative assistants. As someone who directly interacts with customers, I found the experience incredibly valuable and pivotal in improving customer satisfaction.

Our team focused on the following;

1. First Impressions
2. Face to Face Interactions
3. Phone Etiquette
4. Email Etiquette

I highly recommend their services.

ELSA PEREZ

EXECUTIVE
ASSISTANT TO
THE SUPERINTENDENT
& BOARD SECRETARY
LAVEEN ELEMENTARY
SCHOOL DISTRICT





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Measure Your District's Customer Service Standards

ASBA's Secret Shopper service objectively measures the customer service process within school and district settings. A third-party individual assesses and reports on their experiences, providing detailed feedback to help identify areas for improvement. This service includes in-person visits, phone call recordings and emails to schools and district departments. Utilizing this service can significantly enhance customer satisfaction and overall experience.

"Customer service training is crucial for the success of every school district. I strongly recommend the ASBA Customer Service training for its invaluable insights into improving your customer service strategies. Investing in this training not only enhances interactions and minimizes misunderstandings but also significantly contributes to the overall success of your educational mission."

MINNIE KAMARATA

ADMINISTRATIVE
ASSISTANT TO
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SCHOOL DISTRICT



For more information or to book training, contact **Ellen White**, Director of Business and Conference Services at ewhite@azsba.org.