



Question Asked: How do you tell parents or visitors to a campus to turn off their cell phone?

CCIQ: First, you ask yourself why you want the cell phones turned off. Make a list and review it so you can state your reasons in writing and orally based on what is best for the institution. If your list is made of your personal likes and dislikes then do not say anything and call *The Customer Care Teacher* right away. This is a personal issue and you need a teacher!

Now add a customer care friendly statement about silencing cell phones to your student handbook, volunteer training, web page that parents have access to and the teacher/grade level parent weekly letter. Remember this must be stated as an expectation through a formal process (CCT) not just something you want and think people should have already been taught. Think: bill boards going up all over the United States reminding people who drive a vehicle that it is dangerous to text and drive.

Then design a visual i.e. poster, photo or mannequin which says, Please Silence Your Cell Phone As You Exit the Campus Office.



YOU ARE ENTERING A LEARNING ZONE.

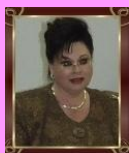
(Notice the word silence is used instead of “turn off your cell phone” ... never tell people to turn off their phone.)

The office is an area where people will have their cell phone on (the device is used for many difference reasons by as many different people) and then it will be silenced when clients are stimulated visually to do so ...visuals are powerful.

Hint: The most successful visual is a picture of real parents from your campus silencing their phones. Hang the photos in the office and on the doorways leading to classrooms.

Need more Assistance? Just let me know!

CUSTOMER CARE IS THE GOLDEN RULE PLUS! ...SIMPLE ACTIONS MAKING A BIG DIFFERENCE.



Are you following me on <http://twitter.com/bjptcct> to experience daily Customer Care IQ?

www.thecustomercareteacher.com

214.693.2411

