

Name: _____

Position/Campus: _____

Brenda Jean Patrick
The Customer Care Teacher

BRINGING CHARISMA TO TRAININGS. BRINGING STYLE TO PRESENTATIONS. BRINGING HOPE TO AUDIENCES.

It's All in the Wording...

New Teacher 1: Mr. Energy

New Teacher 2: Ms. Nu Bee

Seasoned Teacher: Mr. Goodin Tensions

Parent 1: Ms. Imon Board

Customer Care Team Member: Ms. Sue Port

Parent 2: Mr. Content

***Setting the Scene:** It is mid-August, and Mr. Energy, the new teacher is getting ready for the opening of the school year. He knows he needs to send out a welcome letter but time is running out. His mentor, a seasoned teacher, Mr. Goodin Tensions, stops by his room to see how his preparation is coming. Mr. Tensions offers to provide a copy of his welcome letter. He goes to his room and brings the letter to Mr. Energy. Appreciatively, Mr. Energy accepts the letter.*

Seasoned Teacher (Mr. Goodin Tensions): "Hey there. How is it going Mr. E.?"

New Teacher 1 (Mr. Energy): "Hi Mr. T. It's going okay. I am just trying to get my room finished."

Seasoned Teacher (Mr. Goodin Tensions): "Well, it's coming along fine."

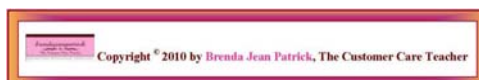
New Teacher 1 (Mr. Energy): "I am running out of time."

Seasoned Teacher (Mr. Goodin Tensions): "You will make it."

New Teacher 1 (Mr. Energy): "I sure hope so. I've been thinking about my welcome letter; it's on my to-do list."

Seasoned Teacher (Mr. Goodin Tensions): "Listen; let me help you with that. You can use my letter. What else are mentors for, if not to help the new guy? I will be right back."

Mr. Goodin Tensions returns with the letter. He hands it to Mr. Energy and departs. After reading the letter, Mr. Energy realizes he has an issue. The letter provides the rules, concerns, and consequences. After having attended The Customer Care Teacher's class, Mr. Energy is aware that this letter is a lasting first impression that must evidence customer care.



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Mr. Energy decides he needs to write his own letter; however, he does not want to offend his mentor.

- 1. How will you let a seasoned professional know you will write your own letter after they have graciously extended you theirs to use, with the expectation that you will use it?**

- 2. How will you tell your mentor that their letter is not customer care friendly?**

Mr. Energy finishes setting up his classroom and sits down at his computer to draft his welcome letter. He spends about an hour writing and editing to make the letter polished. He wants his parents to have a good first impression because he knows it will be lasting. Although he is pretty impressed with his letter, Mr. Energy recalls that The Customer Care Teacher's class demonstrated the value of having a second set of eyes review the work. If it is important enough to send home; it is important enough to have done with perfection. He goes to talk to his colleague Ms. Nu Bee.

New Teacher 1 (Mr. Energy): "Hi Ms. Nu Bee. How are you coming along?"

New Teacher 2 (Ms. Nu Bee): "Hello Mr. Energy. Things are going well, but frantic."

New Teacher 1 (Mr. Energy): "I understand. Have you finished your welcome letter?"

New Teacher 2 (Ms. Nu Bee): "I wish. It's next on my to-do list."



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New Teacher 1 (Mr. Energy): "Are you going to have someone else proof it?"

New Teacher 2 (Ms. Nu Bee): "Probably. I haven't thought that far ahead."

New Teacher 1 (Mr. Energy): "Do you know who is on the customer care team, here at the campus?"

New Teacher 2 (Ms. Nu Bee): "No, sorry. I don't mean to be rude, but I have got to get back to work. Please excuse me. Talk to you later."

Mr. Energy now faces a second dilemma. He knows there is a customer care team, but he does not know who is on it. He wants to ask someone on the team to proof his letter for customer care appropriateness and at the same time he does not want to upset his mentor.

- 3. How should Mr. Energy locate the customer care team members without disrupting the trust of the seasoned teacher?**

- 4. What if the mentor is on the customer care team... and you have an issue with their letter?**



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Setting the Scene: *Mr. Energy has resolved his first dilemma in regard to letting his mentor know that he would be writing his own letter. He also spoke with Mr. Goodin Tensions about the need to add a customer care component to his welcome letter. It could have gone better, but life goes on. Mr. Energy is solving his second dilemma now that he has learned who is on the customer care team and asks one of them to proof his letter.*

New Teacher 1 (Mr. Energy): "Hello Ms. Port. I am Mr. Energy, the new history teacher. I understand you are a member of the customer care team; and I was wondering if you would be willing to proof my welcome letter for customer care appropriateness?"

Customer Care Team Member (Ms. Sue Port): "Mr. Energy, it's a pleasure to meet you and welcome to our campus. I would be glad to proof your letter."

New Teacher 1 (Mr. Energy): "Thank you."

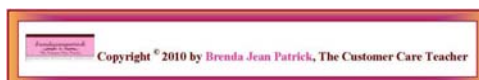
Customer Care Team Member (Ms. Sue Port): "You're welcome. The customer care team is here to support you. Please feel free to ask us any questions you may have; we want you to be successful."

New Teacher 1 (Mr. Energy): "I am so glad that I came to work here. It is a relief to have such a strong support system."

Customer Care Team Member (Ms. Sue Port): "Clearly you understand the concept that without customer care, all the other pieces become irrelevant. It is like the old adage that a student will not care about learning until they know you care about them."

New Teacher 1 (Mr. Energy): "I realize it is all about the relationship."

Customer Care Team Member (Ms. Sue Port): "Mr. Energy, you are going to be an asset to this campus and district."



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Ms. Sue Port proof reads the welcome letter. Mr. Energy has done a decent job, but there is more that can be done to make it even more customer care appropriate. She reads the letter aloud and asks him questions to guide him to develop ideas to modify or add.

Dear Parent(s),

Welcome to the 2010 – 2011 school year! My name is Mr. Energy; I will be serving as the new history teacher. I look forward to working with your child and meeting you. Together, we will accomplish more.

History is my passion and I hope to make it your child's. I have high expectations; but I will provide the support needed to meet them. My goal is to ensure your child's success. I want your child to think critically, read and write about the influences of history.

History is in the making. It is my job to illustrate that the choices made today have consequences either positive or negative which will affect our history. Poor choices made lead to learning opportunities for the future. Wise choices made build leadership skills. History is the study of choices and consequences. I hope to inspire your child and encourage leadership skills.

Please ensure that your child comes to class on time, prepared with all the materials to be successful. Detentions will be issued for tardiness. Students who are absent will be provided the opportunity to complete missed work upon their return.

Please contact me if you have questions or concerns. It is going to be a great year!

Sincerely,

Mr. Energy



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5. List at least five areas that the customer care team member would point out were areas of improvement that needed to be addressed in the welcome letter?

6. Should personal background and/or experience be included?
Should expectations be stated?
What is the best way to contact the teacher, where and when?



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Mr. Energy revised his letter with the guidance of Ms. Sue Port. He printed it on school letter head and sent it out. The letter was extremely well received. Parents are making comments about Mr. Energy's letter. Some of the comments shared with other parents and teachers are that this is not the letter they are used to receiving.

New Teacher 1 (Mr. Energy): "Mr. T., I would like to share two e-mails with you that I received from my parents, Ms. Imon Board and Mr. Content."

Seasoned Teacher (Mr. Goodin Tensions): "Sure. Read them."

Parent 1 (Ms. Imon Board): "Dear Mr. Energy, I received your welcome letter and was very pleasantly surprised. Usually they are nice and factual with rules, consequences, etc. It is not like previous welcome letters which I have received in the past; it was truly a breath of fresh air. I look forward to meeting you in person. Likewise, I too have high expectations for my child. I am excited that my daughter will have you for a teacher. Best regards, Imon Board"

Seasoned Teacher (Mr. Goodin Tensions): "Nice email. Make a copy for your own personal file. Also ask the front office to put a copy in your personnel file."

Parent 2 (Mr. Content): "Mr. Energy, My name is Mr. Content. My son will be in your class this year. I just wanted to take a moment to thank you for your welcome letter. Clearly you chose not to use a standard letter. I appreciate your honesty and views. I agree; this should be a great year. Mr. Content"

Seasoned Teacher (Mr. Goodin Tensions): "Honestly, Mr. E., I was not pleased at the time about you choosing not to use my letter without giving me a good reason; but it was a good call. Let's agree to be open and honest with each other. Maybe I too will learn a few new tricks..."

New Teacher 1 (Mr. Energy): "Mr. T., it's a deal. I am going to send a response to these parents. I want them to know I value their time and opinions, just like I value yours. See you tomorrow."



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Seasoned Teacher (Mr. Goodin Tensions): "Bye. *[Speaking to self is overheard by a customer care team member]* That young man is going to do alright with the parents this district serves. He has a strong commitment to customer care which is needed by teachers in 2010. I have a lot I can share with him, but it is clear that if I am open-minded that I can learn from him as well. Who would have thought I could still embrace new ideas?"

- 7. What is it that the parent is noticing is superior, unusual, etc. in regard to Mr. Energy's welcome letter? Hint: Think like a parent. Make a list of 10 items.**



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