# Customer Service

## Email

- Use a preset signature with name, department and telephone number.
- Do not include large or personal images in signature.
- Use blue or black font, with standard font style (Times New Roman or Arial) and size (12 point). Avoid all caps and use emoticons sparingly.
- Reply to emails within two business days and use the out of office assistant.
- Respect your reader's time; keep to one screen or 300-words.
- Use a formal, professional tone and proofread.
- Write emails with proper, personalized salutation and positive closing.
- When emailing large groups, such as parents, please place addresses in the bcc line.
- Use the direct link when referencing a webpage.
- Call the customer if it appears that an email dialogue has turned into conflict.
- Maintain confidentiality and privacy; be mindful of Open Records Act.

## Face-to-Face

- Wear your photo name badge at all times.
- Greet visitors with a smile, welcoming greeting and eye contact.
- Treat all customers with respect and dignity; use a personal title.
- Physically relocate the conversation and include another staff member if the situation becomes volatile.

## Phone

- Assist customer in front of you first, before answering the phone.
- Answer with a pleasant and genuine voice; greet the caller, identify yourself and department and offer to assist the caller.
- Use a respectful title; if you are unable to pronounce their name, ask for correct pronunciation.
- Allow callers to express their concerns without interrupting.
- Wait for an answer when you ask if you can put a person on hold.
- Inform caller of the extension and contact person's name when transferring.
- Ask callers if there is anything else you may assist them with; thank the caller for calling.
- Ensure your voice mail is updated, informative and functional.
- Return calls within two business days.
- Maintain confidentiality and privacy; be mindful of Open Records Act.