



## Customer Service

Within the setting your customers are the children. They have to be the main focus of your operation, and everything which happens in your setting should be in the best interests of these children.

From a business prospective, you will need to think about the parents as “service users”, view their expectations in terms of general “customer service”, and determine how your setting can establish effective communication with parents to underpin and support your setting.

### **Key points to customer service**

- Listening
- Providing a service
- Offering advice
- Monitoring service
- Working with others
- Solving problems
- Generating solutions
- Taking action
- Educating and teaching
- Being reliable

Customer service is important, and can affect the financial performance of your business.

### **How to achieve a suitable level of customer service**

Service Users have general similar requirements and for a setting these are:-

- Sufficient and adequate information on the setting e.g. policies and procedures, Developmental progress of the child, how the child’s religion, language and culture are respected and reflected within the setting.
- Clear communication methods e.g. who do I go to if I have a concern about my child?
- Responses in the setting which are sympathetic to the needs of the child.
- A positive relationship between parents and the setting producing the best outcome of happiness and growth for the child.
- Opportunities for two-way dialogue.
- Fast and appropriate responses to telephone calls or letters.

Customer service in a setting is largely about communication and how interactions with parents, including complaints or other problems, are handled.