

CUSTOMER SERVICE



Many agree that Ritz-Carlton holds the gold standards for customer service (Ritz-Carlton, n.d.). A recent article in *All Things PLC* (Provencio, 2021) translates the 12 Ritz-Carlton standards into customer service standards for education.

1. I build strong relationships and create [your school name here] learners for life.
2. I am always responsive to the expressed and unexpressed wishes and needs of our students, staff, and families.
3. I am empowered to create unique, memorable, and personal experiences for our students, staff, and families.
4. I understand my role in achieving our school's goals and benchmarks for success, embracing our role in the community, and creating the [your school name here] mystique.
5. I continuously seek opportunities to innovate and improve the education experience at my school.
6. I own and immediately resolve student, colleague, and parent concerns and problems.
7. I create a work environment of teamwork and lateral service so that the needs of our students, staff, and families are met.
8. I have the opportunity to continuously learn and grow at my school.
9. I am involved in the planning of the work that affects me at my school.
10. I am proud of my professional appearance, language, and behavior.

11. I protect the privacy and security of our students, staff, and families and the school's confidential information and assets.
12. I am responsible for uncompromising levels of cleanliness and creating a safe and accident-free environment at my school.

References

Provencio, N. (2021). The gold standard. *All Things PLC Magazine*, spring, 10-15.

Ritz-Carlton. (n.d.) Gold standards. Retrieved from www.ritzcarlton.com/en/about/gold-standards.