

# Miami – Dade County Public Schools Department of Food and Nutrition


## Customer Service Training Module



# Major Points To Achieve Customer Satisfaction

1. A mission statement
  - Gives direction for day-to-day operation
  - Helps market the SNP to students and parents
2. Customers differ
  - Demographically – gender, culture, health.
  - Developmentally and socially – age and grade.
3. Customer Service Strategies should be based on customers; expectations that reflect these differences.

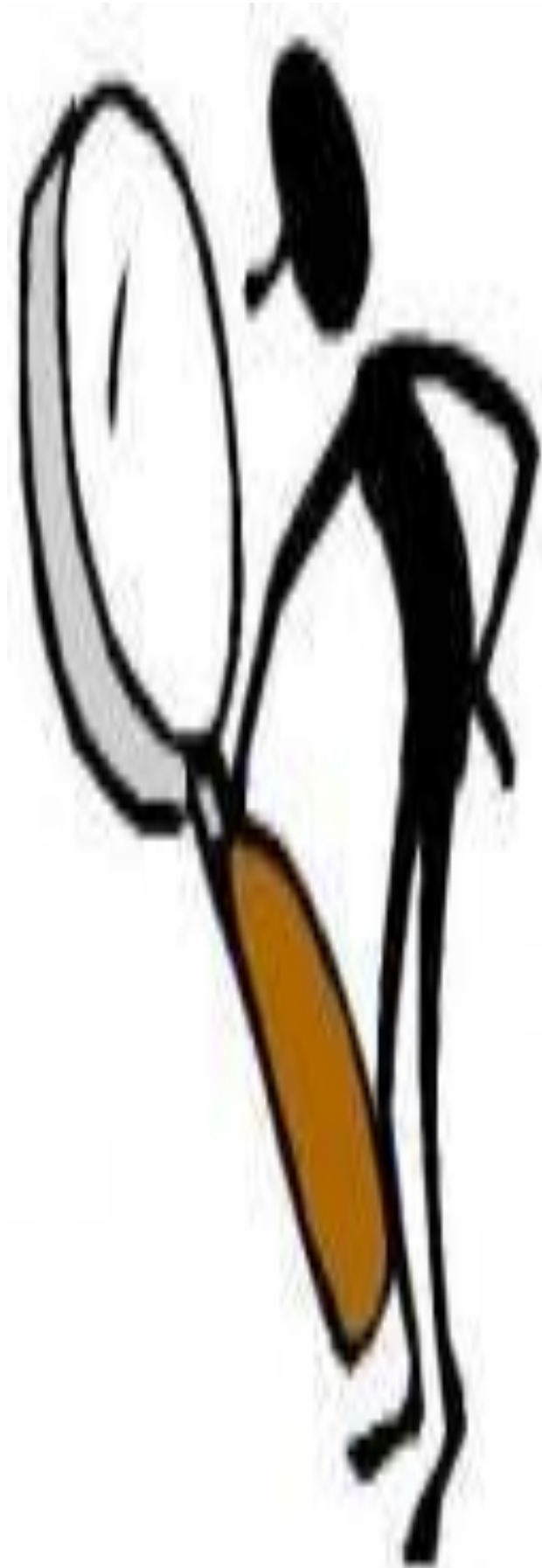


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- A golden stick figure is shown from the side, holding a large, golden magnifying glass. The figure is positioned on the left side of the frame, with its right arm extended to hold the handle of the magnifying glass. The magnifying glass is tilted upwards and to the right, framing a list of bullet points. The background is plain white.
- Inspires the SNT to give their best efforts to meet customer needs and wants
  - Gives meaning to the work of the SNT
  - Establishes standards of excellence
  - Keeps the SNT customer-focused
  - Links the present with the future

# Importance of Vision

# Vision

- Is a mental image that helps us see beyond what is, to what could be.
- Is a mental image about the future
- Builds on the mission and describes how the program will look and be perceived
- Helps redirect the SNP to become customer – focused



# M-DCPS Department of Food and Nutrition Mission and Vision Statements

## Our Vision...

The vision of the M-DCPS Department of Food and Nutrition is to promote excellence in food and nutrition services as an integral part of education, by having nutritious school meals and nutrition education programs available for all children regardless of economic status, cultural diversity, or special needs.

## Our Mission...

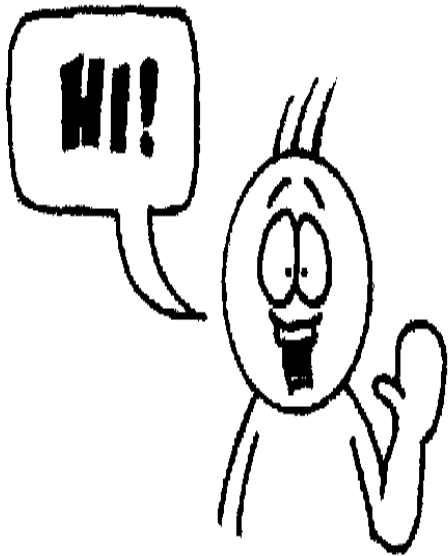
To safeguard the nutritional integrity and well-being of children in M-DCPS, through the management of school food service and nutrition education programs consistent with their nutritional needs, by serving nutritionally adequate meals.

To promote nutrition and health education for the formation of good eating habits and good health, recognizing the demonstrated relationship between good nutrition with the capacity of children to learn and develop, and the prevention of chronic disease.

To encourage and promote a unified effort between school personnel and the Miami-Dade County community to assure an opportunity for adequate nutrition and educational programs for every student.

To establish a positive perception of school food service and nutrition education programs, by serving as the primary source of state-of-the-art information, for the school food service marketplace.





## RECOGNIZE

Greet customers



## EMPATHIZE

Make them feel appreciated



## DELIVER

Fast, efficient service

## **Little Words (Managers/Satellite Assistants/Asst Managers)**

Little words can have a big impact on the people who hear them. Some people have a hard time saying these little words, yet, they become easier to say the more often they are used.

### **HELLO/GOOD MORNING**

A salutation. Start the day on the right foot. Let your employees know that you are glad to see them, without them you would have a difficult time preparing meals for students.

### **PLEASE**

A request for assistance. Ask for help don't demand it. People are much more willing to help because "they want to" rather than because "they have to".

### **THANK YOU**

An expression of appreciation. Everyone needs help now and then. Always let the people who lend you a helping hand know how grateful you are for their help.

### **I'M SORRY**

An admission of wrong doing. Be aware of other peoples feelings. Understand that what you say and how you say it will set the tone of your kitchen.

### **CAN I HELP?**

An offer of assistance. In order to receive you must be willing to give.

### **GOOD BYE**

A benediction. End the day on the right foot. Let your employees know that you appreciate them coming in to work today.

## **WHO ARE YOU?**

Your character is the sum total of your habits:

You cannot be considered truthful, unless you are truthful all the time.

You cannot be considered honest, unless you are honest all the time.

You cannot be considered caring, unless you are caring all the time.

You cannot be considered fair, unless you are fair all the time.

If you have ethics, you have them all the time, not just when it is convenient.

## A “Crash Course” on Customer Service

The 10 most important words:

“I apologize for our mistake. Let me make it right.”

The 9 most important words:

“Thank you for your business. Please come back again.”

The 8 most important words:

“I’m not sure, but I will find out.”

The 7 most important words:

“What else can I do for you?”

The 6 most important words:

“What is most convenient for you?”

The 5 most important words:

“How may I serve you?”

The 4 most important words:

“How did we do?”

The 3 most important words:

“Glad you’re here!”

The 2 most important words:

“Thank you.”

The MOST important word:

“Yes.”