

Customer Service: A Common Sense Approach

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Who are our customers?



Who are we competing with to attract customers and what advantages do our competitors have?

- The American Marketing Association states that kids are influenced by the “Four Ps” Product, Placement, Price and Promotion.
- Advertisers spend \$17 billion annually.
- Kids are exposed to 20,000 targeted ads annually.
- Marketing influences food preferences and habits.
- Kids have influences on parental spending.



Methods for Promoting Customer Service

- Promoting your message and selling your program.
- Putting emphasis on training and accountability.
- Building positive relationships with customers and among team members.



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Polling Question

What method or methods best describe your current approach to promoting customer service?

- A. Putting an emphasis on training
- B. Policy and accountability adherence to policy
- C. Leading by example
- D. Building positive relationships
- E. All of the above

Questions?