



Customer Service Training

Professional Standards: Communications and Marketing (4130 Customer Service)

Webcast

[Customer Service](#) - 10 minutes

Identifies the role customer service plays in school meals. A customer-focused program is a team effort. It begins with a school nutrition team that understands and is committed to the goal of helping students learn to make healthy food choices and practice healthy eating habits.

Activity

Share copies of the chart (Appendix A). Divide up the “dissatisfier” factors and have staff work in small groups to brainstorm ways to prevent dissatisfied customers and provide examples of “satisfiers” and how to make happen each day. Have each group report out their ideas and as a large group prioritize the top 3 and develop a plan for implementation. Make sure to revisit this plan at the next staff meeting and report any progress made.

Quiz

The quiz questions can be completed as group, in pairs, or individually as a way to reinforce concepts learned.

- 1. Who are the primary customers of a school nutrition program?**
 - a. Teachers
 - b. Parents
 - c. Students**
 - d. School Administrators
 - e. Custodians
- 2. Which of the following are components of customer service?**
 - a. Product
 - b. Price
 - c. Presentation
 - d. Support
 - e. Information

- f. Delivery
 - g. All of the above
3. Which of the following is *not* a customer need in a child nutrition program?
- a. Meals that met the nutrition requirements
 - b. Adequate time to eat
 - c. Only serving their favorite foods
 - d. Clean and safe eating areas
4. Which of the following is *not* a customer want in a child nutrition program?
- a. Friendly school nutrition staff
 - b. Appealing food
 - c. Line servers that do not smile
 - d. Offering of favorite choices
 - e. To enjoy lunch time!
5. Which of the following are ways to involve students in child nutrition programs?
- a. Taste testing
 - b. Student focus groups
 - c. Classroom visits
 - d. Eating lunch with them (a couple times a year)
 - e. All of the above

Appendix A - Factors Affecting Customer Satisfaction

| Customer Satisfiers | Customer Dissatisfiers |
|---|---|
| Minimum standing-in-line time | Standing in line for more than 10 minutes |
| Quick service and correct portions | Disorganized and poorly arranged serving line; long waits for the counter to be replenished with food; lack of portion control |
| Attractive food display | Food items carelessly displayed on serving counter |
| Tasty food served at the peak of freshness and at the appropriate temperature | Food held too long, not properly seasoned, and not served at the appropriate temperature |
| Menus published and food available as menued | Running out of menu items and making poor substitutions |
| Opportunities to choose from a variety of food offerings and/or menus | Menus and food offerings that are limited or repetitious |
| A clean place to sit after being served | Not enough seating space; floors, tables, and condiment stations messy |
| An attractive dining area appropriately decorated for the age group | Out-of-date decorations and bulletin boards that are yellowed or frayed; tables and chairs that are the incorrect size or shape for age group |
| Having time to be with and talk to friends | Prearranged seating that does not allow time to be with friends |
| Being treated with respect | Harsh words or actions |
| Customer-friendly environment | Lights or whistles for noise control; tables arranged in long rows |