

4PCustomerXperience

'Red Carpet Customer Service Every Time'

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School Admissions

Practical Tips to creating an Excellent Customer Experience

This is a short guide with some practical tips on focusing on the customer at each point in the admissions process. Most of the tips cost nothing, only time! I will refer to the parent / family as the customer throughout.

Enquiry

- How easy is it for your customer to find your admissions information and a contact number and name of a person to ask for on your website?
- Have you provided an email for customers to use or a form? Not everyone likes the telephone or can ring during office hours (especially if you recruit international pupils into your school whose time zones differ).
- Follow up the day of, a week later, two weeks after that and then a month after so you do not waste the lead*

Visit

- Send detailed instructions of where to park in advance of the visit with Sat Nav information and what the visit will entail so the customer knows how long they will be with you, what they will do and see and can tell you if they require additional information for you to amend before the visit
- Send an email on the day to all staff with the names of the family to they can say hello and use the customers' names
- Follow up the day of, a week later, two weeks after that and then a month after so you do not waste the lead*

Taster Day

- Let parents know throughout the day how their child is doing, even if it is a quick email
- Give the taster pupil a form for teachers to fill in with positive comments throughout the day from each lesson of activity so that they can take it away and be proud; it is also something that their parents can read through too
- Follow up the day of, a week later, two weeks after that and then a month after so you do not waste the lead*

Offer

- Send a personal email letting the parent know an offer it on the way (if you send offers by post)
- If a person does not accept an offer, email then to ask why; if they do, get a letter of acceptance out within 24 hours to the family
- Follow up the day of, a week later, two weeks after that and then a month after so you do not waste the lead*

Acceptance

- Just because they have accepted and filled in all the paperwork, it does not stop there. Make a note to send little emails up until the pupil arrives at key times to maintain the relationship. The sale is not done just because they have accepted a place, it's about the relationship with school and beyond.

* better to follow up and follow up... and follow up.... than lose a sale to a competitor!

If you have found this useful, do contact me for a consultation on your admissions process. There are many more – free – ways to make your admissions experience the best. This is just the tip of the iceberg!

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