



Competency demonstrated



Competency not demonstrated



Competency not applicable

Competency	Pre-school (reception)	Girls' (reception)	Boys' (reception)	Pre-school (admissions)	Girls' (admissions)	Boys' (admissions)	First contact
Introducing him/herself	Yellow	Green	Green	Green	Green	Green	Green
Friendly, helpful tone	Green	Red	Green	Green	Green	Green	Red
Courtesy & etiquette	Green	Red	Red	Green	Green	Green	Red
Took my name	Green	Red	Red	Yellow	Green	Green	Red
Showed understanding of needs	Red	Red	Green	Red	Green	Red	Red
Offered to help	Green	Red	Green	Green	Green	Green	Green
Displayed active listening	Green	Red	Red	Green	Green	Green	Red
Explained the options	Green	Red	Red	Green	Green	Green	Red
Closed and thanked me for call	Green	Green	Red	Green	Green	Green	Red
Showed enthusiasm	Green	Red	Red	Green	Green	Green	Red

General conclusions

- Admissions staff provided a high level of customer service over the phone at both Level 1 (basic) and Level 2 (surprise and delight)
- During campus visits, admissions staff provided a consistently high level of customer service at both Level 1 and Level 2
- Personal tours were proactively offered as an early option by the admissions staff
- With regard to telephone reception/first contact there is room for improvement across the board, although the girls' school reception provided a courteous, professional response which addressed most customer service basics and offered the personal tour as an option
- There appear to be some problems with call transfer etiquette and retaining ownership of calls at reception/first contact level
- Reception staff could perhaps do more to express consistent warmth and enthusiasm for what the school offers (reputation enhancement)
- The mystery callers reported some difficulty locating the official Facebook page and using it to contact the school. This seems partly due to the proliferation of school related Facebook pages and groups. Response via this channel was slow compared to other channels

Next steps

This Report highlights a number of opportunities to enhance the quality of your school's interactions. At the meeting on 22nd May we'll suggest several straight-forward options for consideration, and propose a number of simple strategies that have the potential to 'surprise and delight' new and 'undecided' customers.