



Customer Care IQ: Written Correspondence

Written Correspondence Using Customer Care moves our parents towards support of the school and the educator.

Letters & Memos:

- 1. Do make sure it reflects professionalism and your intention of the written correspondence. It is a visual reflection of you and your institution. Poorly written or error ridden documents may become documents used to show lack of professionalism and ineptitude.**
- 2. Stay on topic – do not address more than one item per document. Be specific as to the purpose behind the correspondence and what it is you are trying to convey to the recipient. One item at a time allows for the success completion of the action needed/recognized before going to the next...it is an overwhelming time!**
- 3. Show recipient the respect they are due. Remember your audience – explain necessary acronyms, abbreviations, and terminology. We are partners in the education of children.**

One of "The Paradox" of Customer Care is the power of the educator's written correspondence...As good as the school is, as good as the curriculum is, as good as the parent is ...the best students - the teacher has all the power!

Your written correspondence is one of your superpowers...or will it be your kryptonite?

Need more Assistance? Just let me know!

Are you following me on <http://twitter.com/bjptcct> to experience daily Customer Care IQ?

CUSTOMER CARE IS THE GOLDEN RULE PLUS! ...SIMPLE ACTIONS MAKING A BIG DIFFERENCE.

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There is a need to learn thus there is a need for *The Customer Care Teacher!*

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