

Making a Magical Experience

If you've ever visited a Disney theme park, you know they set the gold standard in customer experience. In [this article](#) from SchoolCEO Magazine you will explore how to make a magical experience by creating a great customer experience. A great customer experience is one where the customer feels valued. They don't feel like they're just one of many people that an organization is dealing with—they feel valued as an individual. That's true whether it's a school, a restaurant, or a theme park. When people feel valued, that drives loyalty.

Discussion Guide



"In a school, think about how many points of contact happen for the student, for the parent, for the guardian. Those are all opportunities to create little touches that wow people."

- How is your school/district making your "customers" feel valued?
- Are you creating experiences where you are looking through the lens of your "customers"?
- How could you enhance experiences by investing in the small details?



"Here's an exercise I do with a lot of my clients: In the middle of a big piece of paper, write the product you're selling—in your case, the education itself. In a circle around your product, write all the touchpoints you can think of that customers have to go through to get that education. You might think about registration, the classes themselves, the online platform the school uses—every situation where someone interacts with the school."

- How would you define your school/district overall experience? Does your definition align with your colleagues'?
- What touchpoints make up your school/district experience?
- How do you influence these touchpoints?



"Now look at everything you've listed: not just the product, but the touchpoints, too. That's the overall experience. That's really what you're selling. So how do you make all of those elements surrounding that product excellent? That's what's going to drive loyalty."

- Who is loyal to your district? Where does that loyalty come from?
- What does training and coaching for excellence look like for your school/department?
- Who is coaching school/district employees on how "customers" experience your district?



“People don’t want to feel like they’re just an item on your to-do list, and I think that’s one of the things that families are always concerned about—that their child gets lost in the shuffle at school.”

- How do parents experience your school/district?
- In what ways do you build trust with parents, families, and students?
- How does technology play a role in building trust and loyalty with families?



“If you’re struggling to get started with raising the bar of service, ask yourself, What do we want customers to say about their experience with us? Zero in on three things. It really makes you think about what your brand is.”

- What three things would you want students, families, and employees to say about your school/district?
- What behaviors do your teachers, staff, and administration need to exhibit to reflect the brand that you envision?



“I don’t necessarily remember everything that was taught in my fifth grade social studies class—but I remember my fifth grade teacher, and how wonderful she was, and how she kept me engaged. I remember how the custodian from my elementary school, Mr. Beaupre, would welcome us as we came into the building. The education has got to be excellent, absolutely. But those surrounding things create the experience—and the memories that students and families are going to talk about for years.”

- What is your favorite memory of your school experience?
- How can you impact the experience surrounding the education your students are receiving?