



## Create a Great Parent Experience

### How can I create a great parent experience as a small group leader?

When you're inside a LifeKids room, you're focused on building relationships with the kids, keeping them safe, and helping them to learn. The customer service side of things is up to the Host Team and Guest Services, right?

Yes, it is! But you can continue to provide great customer service to parents and families, too, even from inside the LifeKids room. Here are some tips on how to do it well!

#### **Remember: "Every family, every time."**

Every parent wants to know their child is safe, their child will be seen and loved in a room full of other kids, and their kid will enjoy being at church—whether it's their first time attending or they've been attending for years. That's why individual, positive attention to kids *and* parents matters every time.

#### **Remember: "What we say."**

The words we say to and in front of parents matter. Make sure the message you're sending with your words is positive and encouraging. Here are some ways to do that.

- Learn the names of kids and use them when you greet them so that parents can hear you.
- Go a step further and learn parents' names, too!
- Reassure parents who seem nervous or worried about their kids. You can send them a text after 10 minutes to let them know how their child is doing or send them a picture of their child playing and smiling.
- Give parents a LifeKids leader business card with your name and phone number. Let them know they can text you to invite you to fun events like soccer games, birthday parties, or school plays so you can support the family outside of the weekend.
- No time to attend extra events? Ask parents to text you pictures of their kids at events so you can send back encouraging words. Take time to write LifeKids postcards to a few kids each week.

#### **Remember: "What they see."**

We've heard the old phrase, "Actions speak louder than words." And this totally applies to providing great customer service to families! Here are things you can do that will offer a great experience to parents and families when they see you do them.

- Maintain a fun-but-safe playtime for kids to be dropped off into. When parents see the room is not chaotic and their kid can play with a favorite leader, it helps them feel at ease.
- Keep kids in small group as check-out occurs. Let parents see you interacting with their kid in a small group, having fun and learning with friends.

**Talk through these discussion questions with your fellow leaders and LifeKids team.**

1. What do you want parents to hear you say?
2. What phrases do you never want a parent to hear you say?
3. What are some things you've done to help reassure a nervous or worried parent?
4. What do you hope parents see happening in your LifeKids room?
5. What do you hope parents don't see happening in your LifeKids room?
6. How can you offer great customer service to parents during the week?