



Photos courtesy of Microframe

IMPROVING YOUR NURSERY CUSTOMER SERVICE

By Dan McCullough

How is your customer service? It may seem strange to compare church members with customers, but there are valuable lessons to be learned by making such a comparison.

Church members, especially first-time visitors, are looking at your parking lot attendants, building décor, ushers, greeters, and children's ministry volunteers to find out if your church is the kind of place of which they could be a part. They see all of these people before and after they hear the pastor and praise and worship team during the service. They need to see friendly people with organized systems in place for handling their needs.

One of the most important areas where members need to feel served is in the chil-

dren's ministry. If parents drop their child off with strangers in an atmosphere that does not scream "organized and safe," they may spend the entire service thinking about their kids and not really listening and participating in the service. If their exchange at the children's desk is extremely poor, it may not matter how good the sermon is; they won't be back.

While technology can't put friendly faces and pleasant people behind your children's registration desk, a children's check-in system can go a long way to putting parents at ease.

If you let parents know when they drop off their child that you will be able to reach them, if you need them, that is a great first step to serving their needs.

The most cost-effective way to reach parents during the service is to hand each parent a number when they drop off their child, and

then have a method of putting that number on a TV screen or LED display in the front of the auditorium when the parents are needed. A more discrete, yet more costly, way to accomplish this is to hand each parent a vibrating pager, and simply page the parent when they are needed.

Another product that can aid in better customer service at the check-in counter is a children's check-in system. With a children's check-in system, you can still incorporate pagers and/or LED or TV displays to page parents, but you also have the ability to print unique security labels for each child and parent to secure child pickup.

A children's check-in system should aid in your customer service in the following ways:



In addition to the customer-service aspects of a children's check-in system, there are many management and stewardship features, which will help you make sure that classes have enough volunteers and facilities are being correctly utilized.

1. SENSE OF SECURITY

Parents are going to feel more secure when they receive a label with a random security code, knowing that only the person with this label can pick up their child. They are going to realize that you are thinking about security and that you are organized.

2. BIRTHDAY RECOGNITION

If your check-in system alerts you when you are checking in a child with a birthday in the near past or future, then you can congratulate the child and win all kinds of favor.

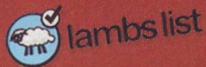
3. FIRST-TIME VISITOR REPORTS

Following up with first-time visitors is something that almost every church tries to do. But, what if the attendees aren't filling out your visitor cards? Chances are, if you have a children's check-in system,

microframe®

Nursery Pagers • Childcare Check-in • Countdown Timers
Classroom Signal Lights • Hymn Boards • Radios
www.microframecorp.com • 1-800-635-3811

Church Paging Systems



FREE 30-Day Trial

Web-based Childcare Check-in

For more details, visit www.lambslist.com

MULTI-PAGE TRANSMITTER
Designed ONLY by Microframe, supports up to 9,999 pagers, Visual-Pager® displays and Informant signal lights.
\$399



CLASSROOM END-OF-SERVICE SIGNAL

Enables classroom workers to transition toward a conclusion and prepare for parent pick up.
\$199



POCKET PAGER

Unlimited numeric messages
Three pre-programmed text messages
\$39



VISUAL DISPLAY

Discreetly page parents to the nursery
Page additional nursery workers
Alert staff throughout the campus
Page medical personnel
\$349



www.microframecorp.com | 1-800-635-3811

RP03

IMPROVING YOUR NURSERY CUSTOMER SERVICE

if the visitor checked kids in the class, you have all of the information you need to do first-time visitor follow-up.

4. MISSING MEMBERS REPORTS

Nothing makes a big church feel small like getting a call from pastoral staff saying, "We missed you at church the last few weeks. We just wanted to make sure everything was okay with you and your family." A good children's check-in system will be able to provide you with reports to help you flag when faithful members have gone missing.

In addition to the customer service aspects of a children's check-in system, there are many management and stewardship features, which will help you make sure that classes have enough volunteers and facilities are being correctly utilized.

It is only a matter of time before almost every church will have a check-in system of some kind. Once you have experienced great service at one company, you begin to expect the same from other companies. As

more and more churches implement paging and children's check-in systems, more of your visitors, and members, will be expecting the same from you.

Church visitors and members are like customers, in that they are judging their entire experience with your church, not just what you think you are selling. Just like customers, you want them to come back, but they may not return if they don't feel they

have been treated well. Using the technology available in your children's department is just one way you can improve your attendees' overall experience. **RPN**

Dan McCullough is the vice president of Microframe Corporation, www.microframecorp.com, which specializes in nursery security and communication products.



**Guiding
The Way In
On-site
Paging**

SEEKER



Page The Church Security/Medical Teams

**One Button
Notifies Needed
Team**



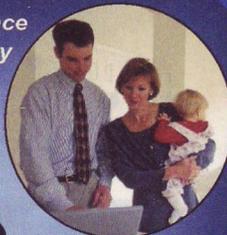
Identifies
Issue

Identifies
Location



Page the Parents of Infants

**Increase Attendance
and Membership by
Meeting the
Concerns of
Today's Parents**



10 Pager Systems
As Low As
\$760



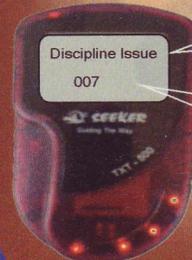
Children's Leaders Page The Ministry Staff

**One Button TouchPAGE
Notifies Childrens Coordinator
of the need for classroom
assistance**

Identifies
Issue

Discipline Issue
007

Identifies
Class



As Low As
\$89 per class

Call Today Toll Free 1-866-575-3713 or visit www.seekercomm.com