

# AIDET

## A Great Tool for Key Words

### Description

**AIDET** is an approach to the Five Fundamentals of Service. AIDET provides a good framework for applying Key Words at Key Times. The letters stand for Acknowledge, Introduce, Duration, Explanation, and thank you. The approach works well in any service industry.

**A**---*Acknowledge the parent.* Say hello and greet the customer by name.

**I**---*Introduce.* Introduce yourself, your skill set, your professional certification, and your training. This builds your credibility, and the parent's confidence, right up front.

**D**---*Duration.* Describe what you are going to do for the parent and their child, how long it will take, and so forth. This alleviates uncertainty and makes the parent and child more comfortable.

**E**---*Explanation.* Go into detail about important aspects of what you are doing. A knowledgeable parent is a happy parent.

**T**---*Thank you.* Quite simply, thank the parent for choosing your school. "Thank you" goes a long way.

These key words are especially critical when providing a "personal service." Educators are coming face to face with a parent and the child they love. Educators have a direct impact on their lives. You are asking the "customer" to trust you with someone they care deeply about. The use of AIDET helps to put the parents and their child at ease and to know what to expect.

When your school staff "drops the ball" parents will get angry. Usually it is not the actual mistake that makes the parent angry, it's the way the employee handles the situation. People can be very forgiving when you simply say, "I am sorry we did not meet your expectations. What can we do to make it better?" (Studer, 2008)

## **Expectations**

- 1) Complete the attached AIDET worksheet yourself.
- 2) Practice introducing yourself using the AIDET format.
- 3) Complete a practice activity with your staff after you have a comfort level with AIDET.
- 4) Discuss the following Key Messages with your staff prior to introducing the concept.

## **Key Messages:**

- Most individuals are uncomfortable managing up their skills and experience. To many, it feels like bragging.
- When we understand that managing up reassures patients and customers about our skills and expertise, we can provide better service.
- Keep in mind the big picture when using AIDET -- it's about reducing the anxiety of our parents, students and community member.

