

CUSTOMER RELATIONS

Objective:

The purpose of this course is to present basic customer service skills that the cadets can use with the public as a public works employee or in any other work situation. The course will introduce the concept of the public as both a customer and as the “ultimate” employer of the public works workforce. The public works employee needs to understand how their courtesy and appearance impacts the public and how their “job” has a Higher Purpose than simply daily work tasks. The public work employee needs to understand and practice different situations on dealing disgruntled customers, educating their customer, developing a positive attitude towards work, and dealing with complaints. (2 hours). The presentation should begin with a brief introduction of the instructor and students.

- I. Customer Relations (20 minutes)
 - A. Who is a “customer”?
 - B. Why is great customer service important?
 - C. Does that mean you have to take abuse from the Public?
 - D. Identify and discuss places where you get great service
 - E. Identify and discuss places where you get bad service
 - II. Your “job” vs. your Higher Purpose (10 minutes)
 - A. Discuss how daily tasks relate to a greater good (Higher Purpose)
 - III. Customer Value (10 minute Power Point presentation)
 - A. You as a customer, and your value to a business
 - B. The Public as our customer, and their value to us
- BREAK (15 minutes)
- IV. Customer Relations 101 (50 minute Power Point presentation)
 - V. Traits of Good Customer Service / Building Loyalty with Your Customer
 - A. Good Listening Skills
 - B. Develop a Positive Attitude
 - C. Deal with Complaints ASAP and Take Ownership

- D. Follow Through
 - E. Offer Creative Solutions
 - F. Follow the Golden Rule
 - G. Know Your Job/Services and Procedures
 - H. Value Your Customer
 - G. Educate Your Customer
- VI. “Coffee Stains” and Appearances
- A. Projecting a Stereotype
 - B. Being Professional at Work
 - C. Clean Clothes and Bodies
 - D. Language, Keep it Clean Too
- VII. Customer Service Scenarios (time permitting)
- A. Dealing With an Angry Customer
 - B. Representing Your Company Outside Work
 - C. Educating Your Customer in the Right Way
 - D. How to Say “No” Correctly/Soften the Blow
- VIII. Questions/”Snowball*” Exercise/Graduation

* The “snowball” exercise is where everyone takes a piece of paper, writes down one thing that they are taking away from the training; balls it up and has a “Snowball fight; and then opens and reads what’s on their paper as a form of review for the class. This is a very effective tool for school age groups.