

Customer Service for the Public Employee

Doing the right thing for the right reasons

Program Highlights:

Some people think that great service is great service in any industry. While there are many similarities, there are key differences between servicing a customer who can purchase the same thing that many locations offer versus serving a citizen or patron who must use your services. This program explores those differences and how public service employees can tackle them to provide great service for the right reasons. The program includes videos teaching participants best practices to increase your practical knowledge of the following customer service facets patrons desire:

- Friendliness
- Understanding
- Fairness
- Control
- Options
- Service Recovery

The course also provides an opportunity to role-play in class and provides insights into the 4 step service recovery process.

Who Should Attend:

Our training program benefits all levels of public service employees who interact with internal and external customers.



Benefits:

- Increase your ability to provide optimal customer service as a public employee
- Be able to use a 4 step service recovery process specifically for public employees



Stand Out!

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or call 540-868-7021

Course Outline

	DESCRIPTION
UNIT 1: Public Sector Versus Private Sector	<ul style="list-style-type: none"> • Main differences between public and private service • Main similarities between public and private service • Positional power defined • Citizens emotions
UNIT 2: Video – The Other Side of the Window	<ul style="list-style-type: none"> • Let’s walk in the citizens shoes – what do they see, think, hear • What do citizens want?
UNIT 3: Video Key Take Away - Friendliness	<ul style="list-style-type: none"> • Non-Verbal Primer • Impacts of non-verbal communication • Why clarity is important • What do citizens feel?
UNIT 4: Video Key Take Away - Understanding	<ul style="list-style-type: none"> • People want empathy • What would you want?
UNIT 5: Video Key Take Away - Fairness	<ul style="list-style-type: none"> • Golden Rule defined • Platinum Rule defined • Which rule are you primarily using?
UNIT 6: Video Key Take Away - Control	<ul style="list-style-type: none"> • How to help citizens who feel powerless cope • Turning negative language into positive language
UNIT 7: Video Key Take Away - Options	<ul style="list-style-type: none"> • Choices allow people to sense control • Citizens want choices • How can you communicate options to citizens • Treating people with respect
UNIT 7: Service Recovery	<ul style="list-style-type: none"> • How to deal with difficult customers • Assess the situation • Ask questions • Be non-threatening • Be open-minded • Take your time • Anger eventually dissipates • Stay calm
UNIT 7: Service Recovery Process	<ul style="list-style-type: none"> • Acknowledge the situation and emotions • Clarify the facts • Take action • Follow up