

Title: Customer Service Academy

Target Audience: All State Employees who have work with internal or external customers.

Course Completion: Participants must complete all the courses in the academy to earn their certificate of completion. This course has been approved for incentive credit for eligible employees. All incentive rules apply and completed CS365 forms must be received in advance.

Registration: Participants must complete the academy registration form to attend this course and supervisor approval is required to attend.

Required Sequence of Study:

- Amica Customer Service Model
- Meeting the Challenge of a Difficult Customer
- Managing Customer Expectations
- Building Customer Satisfaction
- Valuing Differences

Amica Customer Service Model

This course provides basic guidelines and best practices for providing excellent customer service that will enable State employees to expand their customer service skills.

Course objectives:

- Identify internal and external customers
- Learn communication basics and the importance of tone and empathy
- Identify effective methods for providing excellent customer service
- Understand the importance of a positive attitude
- Learn the aspects of a great customer greeting
- Learn how to exceed customers' expectations

Building Customer Satisfaction

“Building customer satisfaction” can assist personnel who work with customers in any business format in dealing with the daily challenges and stresses they encounter on the job. Participants know how they like to be treated as customers. This session will support staff in meeting customer needs and providing the excellent service they expect when they're in the customer role.

Course Objectives:

- Define customer needs
- Understand what customer service means
- Learn techniques to deal with difficult behavior
- Practice good listening skills
- Improve customer communications

Managing Customer Expectations

This program is a useful tool designed to help employees in decision-making positions deal with one of their greatest challenges. Excellent customer service frequently becomes the differentiating factor in maintaining or losing valued clients. This program offers participants useful suggestions on how to enhance customer service practices above and beyond expectations — while maintaining positive relationships and appropriate boundaries.

Course Objectives:

- Gain an understanding of customer expectations
- Review communication skills that can enhance interactions with customers
- Learn how to develop service standards
- Learn how and why to avoid self-defeating behaviors

Meeting the Challenge of the Difficult Customer

In today's service-oriented economy, providing excellent customer service is of paramount importance. While many good customer service training programs abound, this program focuses on how an employee should respond

when a customer is unduly demanding, rude, abusive or potentially violent. This program provides tips on the communication skills employees need to defuse these tense situations.

Course Objectives:

- Develop and practice skills and techniques needed to deal effectively with difficult, angry customers
- Learn how to address customer feelings
- Practice a problem-solving approach in addressing the customer's complaints

Valuing Differences

This is a diversity program that encourages the use of communication to build bridges and reduce barriers when dealing with others in the workplace. It gives participants an opportunity to discover valuable information about themselves and their interactions using the Johari window model to explore their open, hidden, blind and unknown sides. Group members can expect to participate actively in this experientially based session.

Course Objectives:

- Define diversity and why it's important to employees
- Explore areas of bias, stereotyping, prejudice and discrimination in an attempt to minimize differences
- Plan for personal change

Collaborative Customer Service

The goals and objective of this seminar are to understand the challenges of delivering great customer service through effective, professional customer service communication. We will discuss stress management related to working in customer service as well as final comments, action plans and evaluations.

Course Objectives:

- Who are you, who do you serve?
- Identify challenges
- Establishing effective service communication
- Managing the stress
- Create an action plan
- Evaluating progress

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