



# Build ongoing customer service and team skills within key department

## One of Silicon Valley's prominent municipalities

### Our level of responsibility

I was responsible for the design and implementation of the 8-part series. I worked closely with the Director and Asst. Director on the design and customization of this program..

### Duration of the engagement

May 2001-August 2001

### The problem(s) presented to us

How to get the staff to increase their awareness and skills with serving repeat —and sometimes challenging— customers. The staff were mostly from blue-collar backgrounds, without a lot of education, but with plenty of “I don't need this” attitude.

### Our steps in solving the problem

- Meet with managers to assess the current problems.
- Observe customer service processes.
- Interview frontline employees on their challenges.
- Create training flow and lesson plan.
- Design customized processes, and present seminars.
- Engage and brief guest speaker for one session.
- Attend post-series debrief with managers and discuss how they can reinforce key concepts.

### Results achieved

This program was implemented and the Director reports huge success. Employees are more sensitive to their reactions to customers, and show more patience. They are aware of modifying their behavior to better interact with those around them.

### Topics covered

Understanding Your Communication Style  
Using Communication Style Knowledge to Work with Challenging Repeat Customers  
Calming Upset Customers  
Managing Stress  
Listening for Increased Understanding  
Time Management in an Interrupt-Driven Environment  
Recap of all sessions

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