



# Customer Service **THAT** **WOWS!** **for the Public Sector**

- ✓ Basic communication: the greatest asset to public-sector customer service professionals
- ✓ Manage the customer's expectations
- ✓ Use the right approach for the right person
- ✓ Manage social media using customer service principles and benefit your organization's media presence

**Learn more about this course and our training for the public sector.**

Call **1-800-344-4613** | Email **onsite@natsem.com** | Visit **NationalSeminarsTraining.com**

# What IS Customer Service That WOWS?

How would you like to be a travel agent with a customer who can't decide on a destination? Or a babysitter trying to feed a two-year-old who refuses everything? Without training, both service providers might feel like they need psychic powers. In the realm of customer service, both situations are impossible for the untrained professional. Seasoned customer service professionals know that training makes a difference ... but in the case of public-sector customer service, professional training is crucial.

Customer service is about listening, making sense of what you have heard, and creating a course of action. Easy, right? Sometimes. But what if the customer forgot to include important information? Or didn't have the correct forms? Or worse yet, the customer thinks the process is the answer? Being able to navigate difficult issues is what makes customer service representatives valuable team assets.

**Customer Service That WOWS!** is a brand-new workshop specifically designed for the public sector. It focuses on not only enhancing the skills your team has, but on teaching them must-know techniques that'll have the biggest impact on customer communication and relationships.

In one intensive day of training, your team will learn how to:

- Identify the elements of WOW customer service
- Quickly "build a connection" with customers
- Use techniques for staying – and appearing – calm, cool, and sympathetic under pressure
- Deal with cynical customers who just don't believe you even want to help
- Tell if customers are truly 100% satisfied – and that they know their satisfaction IS your goal
- Know the right approach for the right person: powerful tips for dealing with different generations of customers
- Use crucial phrases to calm customers down – and get them to start listening
- Give effective promises that you can really deliver on
- Correctly leave a message in voice mail, email, and print

**Bring the power of amazing customer service to your organization!**

## Our On-Site Training Makes It Easy!

Imagine how your company's reputation and customer satisfaction would soar if everyone in your agency practiced the skills taught in this seminar. It can happen! Bring this seminar on site to your organization (or another venue of your choosing) and increase the efficiency of your entire customer service staff in one day!

On-Site training is one of the most cost-effective ways to facilitate your organization's learning and development goals. We will work with you to identify skill gaps and opportunities for improvement within your organization and tailor a training program that targets your core competencies.

- Tailored program to meet your unique goals
- Delivered when and where you want
- Ability to choose the trainer who's right for you
- Consistent training message delivered to your staff

Let us bring the power of **Customer Service That WOWS!** for the Public Sector to your organization!

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## Federal, State, and Local Government Departments & Agencies

National Seminars Training is a leading provider of on-site training for governments at all levels: federal, state, and local. As an approved supplier of training and business services by the General Services Administration, our on-site Training Consultants can work directly with federal departments and agencies to quickly assess and meet your training needs.



# Your Comprehensive Agenda

Registration begins at 8:30 a.m. Program hours: 9 a.m. to 4 p.m.

## Increase Your Ability to Connect and Attend to Customers by Knowing Yourself

As a customer service representative in the public sector, knowing yourself can be your greatest asset. Learn about your trigger points and how to develop this knowledge as a positive asset during customer interactions.

- Learn to perform with integrity in high-pressure customer-related situations
- Manage customers who want their way without exasperating yourself
- Diplomatically help customers realize they are wrong and allow them to save face
- Avoid customer service burnout

## Basic Communication: The Greatest Asset to Public-Sector Customer Service Professionals

- Use basic communication to produce quality service
- Learn to use communication essentials to value customers
- Discover your ability to read nonverbal cues and apply that information to address the customer's need
- Understand the subtle art of questioning
- Survive a customer's wrath like the seasoned professional you are

## Manage the Customer's Expectation

- Learn to use diplomacy to help customers understand the policies that tie your hands
- Use stress busters to let go of tension and find the calm attitude that suits you
- When the customer hits you with criticism you don't deserve, know the principles that will keep you above the fray

## Use the Right Approach for the Right Person

- Learn the art of providing effective promises that can be delivered
- Sense generational differences and use tools and tips to work with different generations
- Know the clues that reveal a customer's satisfaction and how to further inform a customer that satisfaction is your goal
- Express the limits of your position without passing the buck

## Manage Social Media Using Customer Service Principles and Benefit Your Organization's Media Presence

- Use social media to establish a positive relationship with customers
- Learn how to engage unhappy customers online
- Inform customers and maintain a professional demeanor online while building the credibility of the public sector
- Find out how to use online media and why it is important to sift through tweets to turn a complaint into a happy ending

## Bring This Seminar to Your Organization

- Tailored program to meet your unique goals
- Delivered when and where you want
- Ability to choose the trainer who's right for you
- Instructors experienced in the public sector

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