

## Customers Come First: Strategies to Let Them Know It

**Course Description:** In this interactive workshop you will work together with other participants to gather information for improving your customer environment. You will also examine strategies for targeting processes, systems or procedures that can be improved to increase customer service. Through discussions and small group activities, you and fellow participants will identify potential service problem areas and develop key actions for avoiding them.

**Learning Outcomes:** At the end of this session and when applying concepts discussed and demonstrated, participants will be able to:

- Identify things that a typical customer wants or expects from a service provider
- Recognize elements of the service environment that impact your customers
- Help establish and expand an effective service culture
- Identify key steps for effecting service quality to customers
- Strategize ways of empowering employees that can result in enhanced customer service

**Learning Strategies:** Small group discussion  
Lecture  
Brainstorming

**Who Should Attend?** Anyone who supervises or manages others in a customer environment

**Course Duration:** 1/2 Day (1 and 2 day versions available in the form of a full management retreat)

**Audience Size:** Twenty-four (24)

**Prerequisites:** See *Additional Information* below

**Additional Information:** It is crucial that members of upper management agree to seriously consider and support ideas generated in this program. Otherwise, expectations are raised needlessly and future trust in management could be affected. Best results occur when management has addressed and established sound policies on customer service delivery, recovery and employee empowerment before this session is offered. If this has not occurred, we recommend at least a two-day retreat where such issues can be brainstormed and a foundation for future discussion put into place.