

Please Every Customer: Preparing Employees to Serve a Diverse Customer Base

Course Description: During this session the facilitator will share key research findings related to the dramatic societal and cultural shifts that are occurring and which impact service delivery. Following a brief organizational self-assessment, participants will have the opportunity to discuss their own personal service challenges and how they are currently addressing them. At the end of the session, each participant will be encouraged to create the action plan for their own service delivery initiatives and work in small groups to discuss other options.

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

- Use a raised awareness of societal and global shifts impacting employees to create learning events that will add impact to service delivery;
- Apply research and concepts explored in the session to build and deliver training that will provide solid service strategies to employees;
- Aid employees by increasing their global awareness and delivering service in a manner that meets the true needs of their customers.

Learning Strategies: Small group discussion
Brainstorming
Small group activities

Who Should Attend? All employees

Course Duration: One Half (1/2 day)

Audience Size: Twenty-four (24)

Prerequisites: None