

Creating a Customer Service Environment for the 21st Century

Course Description: The face of the business world is changing rapidly and dramatically. As the world becomes more competitive, it is also changing demographically. In today's service environment, your first customer might be a white, affluent teenage girl, followed by an eighty-five year old Japanese man who has a hearing deficit, two Lebanese businessmen with their wives, a middle-aged Afro-American woman with a physical disability, and a housewife who only speaks Spanish.

The skills of yesterday will not satisfy the needs of today's changing customer base. To serve customers from diverse backgrounds, service providers need to understand the differences and similarities of a variety of people. This program addresses the need to have an open their mind related to ways of servicing all customers and being inclusive in approaches to others. Identification of the issues and possible solutions will be the focus of discussion and activities.

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

- Recognize factors related to a diverse society which impact the customer environment
- Better value the diversity of others in the customer environment
- Effectively interact with others who are different from you
- Identify and effectively use non-verbal and verbal communication in a diverse customer world

Learning Strategies: Discovering Diversity Profile (self-assessment)
Small group discussion
Lecture
Small group activities

Who Should Attend? Anyone engaged in interactions with internal or external customers

Course Duration: One (1) Day

Audience Size: Twenty-four (24)

Prerequisites: None