

Patrick Edgar



**Educational
Background:**

Doctor of Public Administration,
University of Southern California
BA History/Political Science and
Master of Public Administration,
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Master of Divinity, Franciscan
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INSTRUCTORS

Jane Rhodes



**Educational
Background:**

M. Ed - Masters in Education,
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BS - Secondary Education
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DEVELOPING A CUSTOMER SERVICE CULTURE

STATE PROFESSIONAL DEVELOPMENT CENTER



DEVELOPING A CUSTOMER SERVICE CULTURE SERIES



This six-course series is an introduction to the many aspects of customer service in the public sector. Topics covered include defining excellent customer service, addressing the needs of the internal and external customers, responding to requests through a decision making process, and accountability.

1 PRINCIPLES OF CUSTOMER SERVICE

One of the biggest mistakes organizations make with customer service planning is excessive focus on communication techniques – “saying the right thing at the right time”. The problem with this approach is that it ignores basic marketing principles and the social psychology of customer service. This course is designed to provide participants basic customer service principles; including marketing, non-sales selling, synching with customers, maintaining resilience, and clarity in message.



Investment:
Each class costs \$123 + any additional materials fees
Or take all 6 classes for \$595 + 10% materials fees
(Discounts for multiple attendees from one organization)

2 CATCH THE FISH!® PHILOSOPHY

Common human resource challenges for the 21st century include recruitment, retention, energy, morale, attitude, accountability, creativity, innovation, teamwork and engagement. Solutions to these challenges will best be served when organizations can reinvent their entire culture to meet such challenges. Catching the FISH!® Philosophy is one such solution. This course is designed to provide participants with energetic tools for new culture development. Topics to this course will include an overview to the FISH!® Philosophy, being there, play, making their day, and choosing your attitude.



3 EFFECTIVE COMMUNICATION SKILLS

In order to develop more engaged employees and citizens, it is vital that effective communication strategies be used. This course develops the methods to ensure that communication is more accurate and sensitive to different perspectives. The participants will explore the obstacles to effective communication and techniques to overcome them.



4 EMPLOYEE ACCOUNTABILITY

This course will consider the concept of accountability from a perspective of ensuring that all of us need to be appropriately accountable. That means that we should learn to accept responsibility for what is actually our responsibility but also learn to not take it for what is not. It also emphasizes the idea and techniques for moving to adult-adult relationships in the workplace. After all, it is an adult behavior to own our own successes and failures. The course also passes on techniques for creating a culture of accountability in the workplace.

5 CHALLENGES IN CUSTOMER SERVICE

Whenever we are working with the public there will be times when we must deal with difficult customers. These range from the uninformed client to the angry citizen. This course explores methods and skills needed to handle the tough situations. The goal is to maintain constructive relationships as much as possible while not compromising professional responsibilities.

Available for POST, CEU, and OPI Renewal



8:30 a.m. - 4:30 p.m.

6 CUSTOMER SERVICE SYNTHESIS

Using the concepts presented in the first five classes of the series, participants are asked to respond to challenges and circumstances presented in a scenario. The synthesis pulls together all of the customer service skills into one experience.

