

# GULF INSTITUTE



WINNER OF THE AWARD FOR THE BEST  
TRAINING INSTITUTE IN THE GULF

# Customer Service for the Public Sector

## INTRODUCTION

- The benefits of a customer-centric strategy aren't limited to private sector businesses. Government agencies at every level can gain by putting the needs and wants of citizens first. Consumer expectations are only increasing as technological advances such as smartphones and apps open new frontiers of convenience, speed, and transparency for private sector customers. At the same time, tightening government budgets are making it difficult for the public sector to deliver services of a similarly high quality. With consumer expectations only increasing, it's perhaps no surprise that interactions with government agencies frustrate and disappoint many people.
- This Customer Service for the Public Sector training course is designed to give participants the communication skills, negotiation strategies, and public-sector customer service best practices they require to significantly improve customer service while lowering costs and increasing employee satisfaction. Delegates will walk away from this programme with the ability to measure customer satisfaction and apply the design elements necessary to structure their organisation in a customer-centric manner to respond effectively as customer service needs and conditions change.

### This training seminar will highlight:

- Evaluate public sector customer service best practices
- Improve communication effectiveness by developing nonverbal, listening and questioning skills
- Measure and monitor public sector customer service satisfaction
- Enhance persuasion, negotiation, and conflict resolution skills
- Utilize Social Media to increase public sector customer service engagement

## OBJECTIVES

### At the end of this training seminar, you will learn to:

- Develop proactive customer service policies and procedures
- Successfully handle working with the four types of customer personalities
- Calm upset or difficult customers over the phone and in person
- Manage your emotions in stressful situations
- Enhance listening and questioning skills to better understand your customer's real needs
- Set SMART goals to continuously improve customer service satisfaction

## TRAINING METHODOLOGY

- This Customer Service for the Public Sector training course encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, video clips, and breakout sessions designed to reinforce new skills. The comprehensive course manual has been developed to be practical, easy to use and facilitate learning.

## ORGANISATIONAL IMPACT

Here are just some of the many valuable benefits to your organisation:

- Establish a proactive customer-centric public-sector service vision
- Improved professional image with the public
- Increased customer satisfaction and reduced complaints
- More effective organisational communication and teamwork
- Higher employee job satisfaction and lower turnover
- Better service recovery and customer conflict resolution skills

## PERSONAL IMPACT

After attending this training course, you will acquire:

- An appreciation for the importance of public sector customer service excellence
- Best practices and policies of public sector customer service providers
- Professional communication skills to further your career advancement
- Negotiation skills to confidently work with difficult or upset customers
- Effective goal setting and time management skills to increase productivity
- Proven techniques to reduce stress and maintain a balanced lifestyle

## WHO SHOULD ATTEND?

- Specifically designed for public services and government agencies, this Customer Service for the Public Sector training course uses real-world examples to train public employees how to increase customer satisfaction.

This training course is suitable to a wide range of professionals but will greatly benefit:

- Service Personnel at all levels of federal, state and local government agencies
- Public Sector Employees
- Department Managers and Customer Service Supervisors
- Nonprofit Organisation Employees

## Course Outline

### Improving Customer Service Communication and Interpersonal Skills Development

- The 7 Customer Service Expectations
- Understanding Your Customer's Nonverbal Communication
- Working with the 4 Customer Temperament Styles
- Active Listening and Questioning Skills to Enhance Customer Service
- Techniques For Giving and Receiving Customer Feedback

### Building a Public-Sector Customer-Centric Organisation

- Developing a Top-down Customer Service Culture
- Internal vs. External Customers
- Common Traits of All Successful Leaders
- Best and Worst Public-sector Customer Service Providers
- Going the Extra Mile to exceed Customer Expectations
- Empowering Customer Service Employees

### Harnessing the Power of Social Media to Improve Customer Service

- The Benefits of Using Social Media to Enhance Customer Engagement
- Keeping up with Rapidly Changing Technology
- Social Media Public Sector Customer Service Best Practices
- Social Media Monitoring Tools
- Leveraging Social Media: Blogs, Twitter, Facebook and YouTube
- Protecting Your Organisation's Social, Media Reputation

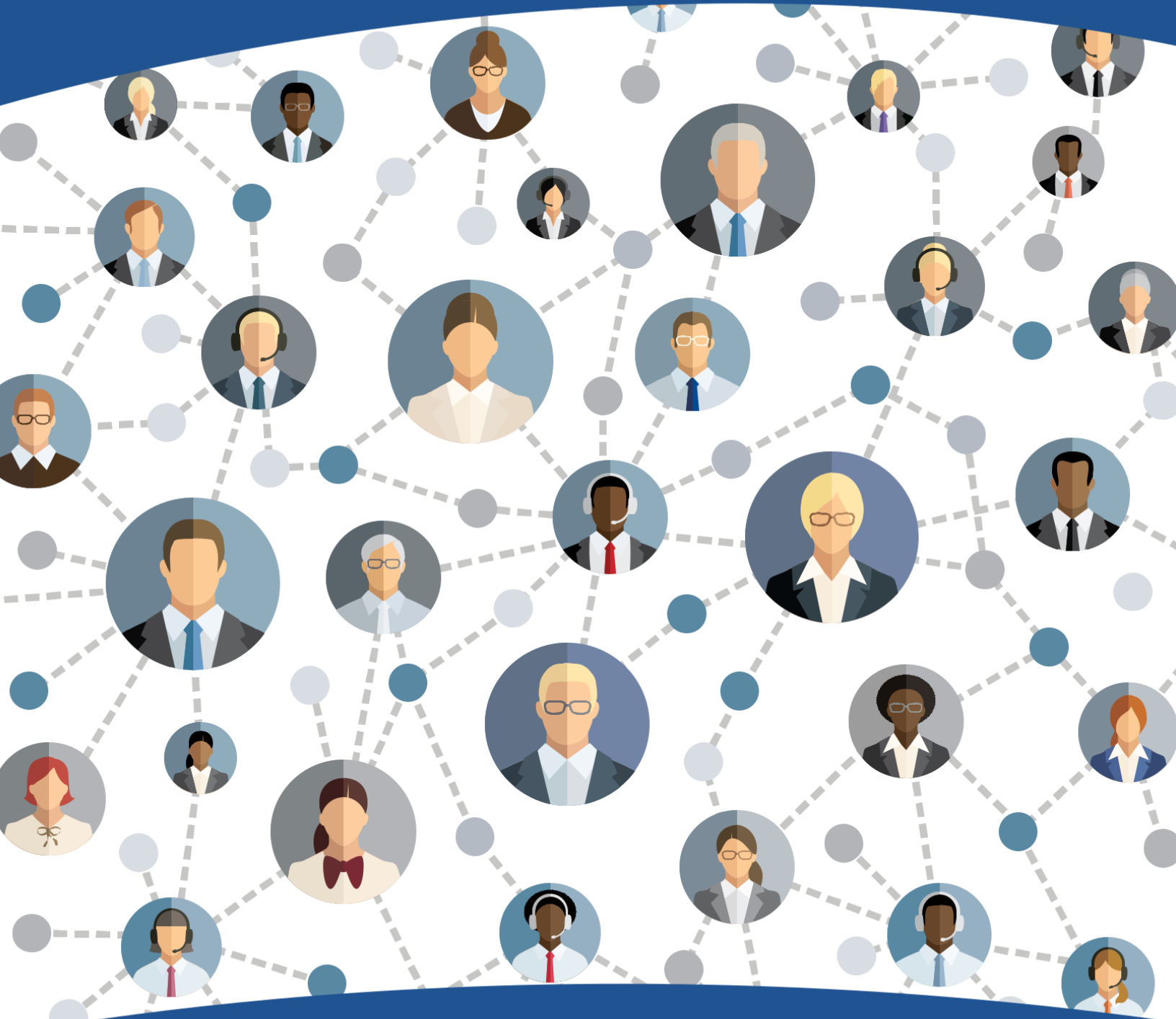
### Measuring and Monitoring Public Sector Customer Service Satisfaction

- The Benefits of Measuring Customer Service Satisfaction
- Establishing Quality Customer Service Satisfaction Measuring and Monitoring Standards
- Best Practices For Recording and Monitoring Customer Service Issues
- The Role of the Supervisor in Conflict Resolution
- Managing Emotions during Stressful Situations
- Strategies For Working with Difficult or Demanding People

### Achieving Public Sector Customer Service Excellence

- What is your Action Plan?
- Your Attitude makes a Difference
- Setting SMART Goals For Continuous Improvement
- Stress Management Tips for Maintaining a Balanced Lifestyle
- Time Management Principles to Improve Daily Productivity

# GULF INSTITUTE



WINNER OF THE AWARD FOR THE BEST  
TRAINING INSTITUTE IN THE GULF