

STAFF DEVELOPMENT COMPONENT INFORMATION

COMPONENT TITLE: Customer Service Learning

IDENTIFIER NUMBER: 8406006

MAXIMUM POINTS: 30

GENERAL OBJECTIVE:

The purpose of this professional development is for School District Palm Beach County employees and other stakeholders to learn the skills necessary to provide effective customer service.

RESEARCH BASE:

Harvard Business School Executive Education: Achieving Breakthrough Service: Leveraging Employee and Customer Satisfaction for Profit and Growth.
Communication and Control Processes in the Delivery of Service Quality, V. Zeithami, L. Barry & A. Parasuraman.

Telephone Greetings that Customers, Prospects, and Employees Love- Three Easy Steps to Success, Mary Sandro

SPECIFIC OBJECTIVES:

Within the duration of this component, participants will demonstrate an understanding of:

1. The attributes a excellent customer service representative possesses;
2. Where those identified attributes came from;
3. How to relate customer service behaviors to their job performance;
4. How a positive attitude impacts customer service;
5. The traits and behaviors that contribute to quality customer service;
6. Various types of customer service personalities;
7. Key actions that can be taken to cultivate strategic customer relationships;
8. The process for providing quality customer service;
9. How to utilize diffusing techniques with customers who are angry or upset;
10. Various ways to make the customer feel satisfied and confident with your level of service;

DELIVERY PROCEDURES:

During the delivery of this professional development, participants will engage in some or all of the following:

1. Be an active participant in professional development opportunities.
2. Simulate and or modeled skills.
3. Share past experiences with customer service issues with other participants.

4. Engage in small-group directed discussions and activities.

EVALUATION OF PARTICIPANTS:

Participants must demonstrate a mastery of the component's specific objectives as measured by assessments, or other valid measures.

FOLLOW-UP ACTIVITIES:

Participants will apply their learning by accomplishing at least one of the following methods as determined by the professional developer:

1. Complete the Customer Orientation Action Plan
2. Show evidence of improved customer service practices in the form of observations, emails, phone call logs, document creation, and/or website pages
3. Complete Customer Service Implementation Log
4. Providing written reflections.
5. Developing a portfolio.
6. Provide evidence that implementation of skills were share with supervisor

COMPONENT EVALUATION:

Participants, instructor and session coordinator will assess the degree to which the professional development procedures address the specific objectives of the component, and will make recommendations for revisions through the component evaluation.