CUSTOMER SERVICE

STRATEGIES FOR PUBLIC SECTOR



November 1–2, 2012
Washington, DC

AN INTERACTIVE WORKSHOP FOR BUILDING EFFECTIVE AND EFFICIENT SERVICE DELIVERY PROCESSES AND SYSTEMS

Improve your Organization's Current Customer Service Practices and Processes

Evaluate and prevent common service challenges inherent to public sector service delivery

Identify Key Service Delivery Processes Critical to Customer Satisfaction and Improved Service Delivery

Understand how customers evaluate service and what constitutes outstanding customer service to internal and external stakeholders

Design an Effective Service Recovery Program

Implement strategies to create uniquely personal service experiences that fit with your organization's mission, vision and resources

www.PerformanceWeb.org/CustomerServiceStrategies

Presented by:

The Performance Institute

In Association with:

ASMI American Strategic Management Institute

THOMPSON MEDIA GROUP LLC



CUSTOMER SERVICE

STRATEGIES FOR PUBLIC SECTOR

Dear Colleague,

The Performance Institute recognizes the increased scrutiny that the public sector faces in improving service delivery to taxpayers and stakeholders. As budgets and resources are tightened, minimizing waste and improving customer satisfaction has become an important objective for public sector organizations nationwide. First-line and middle managers must then cautiously balance the needs of their external customers (taxpayers and citizens) and internal customers (co-workers, organizational leadership, cross-agency counterparts) with accomplishing program goals and organizational mission.

This two-day interactive and instructor-led course will begin with reviewing the foundations of effective and lackluster customer service. From there, course attendees will transition to identifying the critical elements of customer service delivery by identifying the customer's "moment of truth." Once service delivery issues have been identified, attendees will work with case studies and exercises that focus on creating a practical and strategic plan to improve service delivery for their organization. The course will be taught through a variety of approaches that include working through individual worksheets and action-plans, paired activities and discussion, case studies and Group and class discussions.

We look forward to seeing you there!

Sincerely,

The Performance Institute

Top 5 REASONS TO ATTEND

1 **Learn** what constitutes a "moment of truth" in service delivery and determine its context for your organization's customers

2 **Pinpoint** barriers to receiving and analyzing customer feedback

Day 1

8:30
Breakfast and Registration

9:00
COURSE KICKOFF: INTRODUCTIONS, AGENDA REVIEW AND GOAL SETTINGS

Module 1: Understanding and Evaluating Customer Service in the Public Sector

This module will focus on establishing the foundational knowledge every public sector professional should know about customer service and service delivery in the public sector. Course attendees will examine the broad view of customer service in the public sector that covers the common challenges, expectations and roadblocks faced by government managers charged with service delivery to citizens and constituents. This module will focus on:

- The challenges of customer service in government and why many private sector strategies aren't available or don't work for government
- "Good" and "bad" customer service and course attendees' own experiences to help understand what makes good customer service
- Why most assumptions about service are wrong
- Organizations that excel in service and why most organizations are still working on it
- The "Fallacy of Satisfaction" — when measuring and focusing on customer satisfaction is a false target and ultimately misleading
- Understanding what to focus on and what to measure for successful service delivery

12:00
Lunch

1:00

Module II: Recognizing and Assessing Customer Expectations

After establishing a strong foundational knowledge of effective and ineffective customer service strategies, course attendees will move into this module which will delve into more advanced strategies and concepts underlying customer service delivery in the public sector. This module will take a closer look at specific organizations by incorporating a small degree of specificity based on attendee input. During this module course attendees will:

- Define customer service from the customer's perspective by looking at organizational reputation, internal and external customer expectations, and perception of service
- Outline what constitutes good service with instructor and class insights about proactive actions that generate outstanding service results
- Establish targets and identity for service delivery to maximize their organization's "brand" and customer service strategy
- Evaluate their organizational processes and service delivery and understand why process processes may trump individual actions in most scenarios
- Identify critical elements of service delivery or positive and negative "Moments of Truth"

4:00
Day 1 Adjourns

3 **Create** a strategy to implement an effective service recovery program

4 **Identify** the critical elements of a successful customer service strategy and system

5 **Engage** in interactive discussions, paired activates and case studies that focus specifically on issues that affect public sector service delivery

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Day 2

8:30
Continental Breakfast

9:00
REVIEW OF DAY ONE

Module III: Utilizing Customer Feedback and Creating Personal Service Experiences (3hrs)

Module III will build upon the previous two modules and incorporate the element of customer feedback into organizational customer service strategy and processes. This module will also incorporate the element of the "internal" customer, a key component in customer service that is often overlooked but is critical to improving service delivery to citizens. This module will focus on:

- Customer feedback and overcoming barriers to feedback
- Understanding why feedback is critical for good service, why feedback happens if the right systems are in place, and common feedback issues around service
- Evaluating the internal customer and why internal customers get neglected
- Developing strategies for good internal service and assessing why organizations can't be good at external service and bad with internal customers
- Creating uniquely personal service experiences and how to individualize service while still treating everyone fairly and equally

12:00
Lunch

1:00

Module IV: Building and Creating a Successful Customer Service System

The final module during this two-day course will focus on the practical applications of the knowledge and skills gained from the previous 3 modules. Attendees will review and internalize the critical service skills required for a functional and efficient customer service experience and create an action-plan to introduce those skills to their organizational culture. During this module, course attendees will:

- Review the critical service skills and competencies that constitute outstanding customer service
- Understand why systems are critical for good service
- Identify what needs to be in place and what infrastructure and systems are necessary for consistently good service
- Evaluate service recovery and how mistakes actually improve customer approval
- Implement tactics and systems for successful service recovery
- Understand how service guarantees work and evaluate its worth to organizations
- Build an action-plan to improve customer service within their organizations

Course Wrap-Up: Debriefs, Reviewing Take-Aways and Resolving Questions

4:00
Course Adjourns





EXHIBITING AND SPONSORSHIP

To learn more about exhibiting and sponsorships at **Customer Service Strategies for Public Sector Professionals** please contact:

Andrew Goodwin
202.739.9707
Andrew.Goodwin@PerformanceInstitute.org

Who
SHOULD ATTEND

This Customer Service course is designed for any individual or team who either manages or serves in the customer service function in Federal, state and local government, or non-profits. For Federal agencies, the individuals who are responsible for implementing or designing their agency's initiatives under its Customer Service Plans may also benefit from the content, ideas and interaction with other participants. Positions that will benefit the most from this course include:

- Customer Service Specialists
- Customer Service Representatives
- Services Administrators
- Supervisors
- Program Assistants
- Equal Opportunity Specialists
- Case Technicians
- Consumer Safety Officers
- Social Workers
- Case Workers
- Case Managers
- Data Processors
- IT Specialists
- Healthcare Professionals
- Association and Agency Operational Leaders

CUSTOMER SERVICE STRATEGIES

In-House Training and Customization



One of the more popular vehicles for accessing the Institute's educational offerings is the delivery of on-site trainings and management facilitations. Bringing a training or facilitation in-house gives you the opportunity to customize a program that addresses your exact challenges and provides a more personal learning experience, while virtually eliminating travel expenses. On-site delivery of single courses, certification programs and entire packages of specialized courses are available in the following areas:

- Strategic Planning
- Performance Management
- Project Management
- Lean Six Sigma
- Workforce Management
- Leadership and Change

For more information about in-house training options available to you, please contact Chris Kamal at 202.739.9619 or email him at Chris.Kamal@PerformanceInstitute.org.

ABOUT THE PERFORMANCE INSTITUTE

The Performance Institute is a nonpartisan, private think tank seeking to improve government performance through the principles of transparency, accountability, performance and engagement.

We serve as the nation's leading authority and repository on performance-based management practices for government. Our mission is to identify, study and disseminate the leading management innovations pioneered by "best-in-class" organizations.

Through our national conferences on pressing issues, interactive training programs for government managers, best practice research and strategic consulting services, the Institute provides cutting edge expertise in the design, implementation and evaluation of strategies to solve operational and managerial challenges and enhance organizational performance.

Logistics

Tuition and Group Discounts

The tuition rate for **Customer Service Strategies for Public Sector Professionals** is as follows:

Event Date: November 1	
	RATE ENDS
$699	September 7
$799	October 5
$899	Closing

For more information on the early bird rate or group discounts for **Customer Service Strategies for Public Sector Professionals** please contact Anthony Masucci at 202.739.9548 or Masucci@TheInstituteWeb.org.

Venue

Customer Service Strategies for Public Sector Professionals will be held at The Performance Learning Center in Washington, DC. The Learning Center is just a few blocks from both the Gallery Place-Chinatown and Metro Center metro stations. A public parking garage is located inside of the building at the current rate of $18 a day and is accessible from K Street.

The Performance Learning Center
901 New York Avenue, NW
3rd Floor West Tower
Washington, DC 20001
202.524.8041

Please note: The building elevators do not allow delegates up into the Learning Center until 8:30am

Hotel

A limited number of rooms at pre-selected area hotels are available at a discounted rate for this course. Please contact customer service at 877.992.9522 for more information.

Credit Hour Information

CPE CREDITS: 12

Delivery Method: Group-live
Program Level: Basic
Prerequisites: None
Advanced Preparation: Given through email if applicable
Sponsor Organization Name and ID Number: Thompson Media Group 109435

Thompson Media Group is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Website: www.nasba.org

Quality Assurance

The Performance Institute strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to:

The Performance Institute: Quality Assurance
805 15th Street, NW, 3rd Floor
Washington, DC 20005

We will evaluate individual complaints in a context of collective comments from the event.

Note: As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes but will work to ensure a comparable speaker is located to participate in the program.

If for any reason The Performance Institute decides to cancel this conference, The Performance Institute accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

CUSTOMER SERVICE STRATEGIES

Registration

CALL 877.992.9522

FAX this form to 866.234.0680

VISIT www.PerformanceWeb.org/CustomerServiceStrategies

Registration Form

☐ Yes! Register me for **Customer Service Strategies**

☐ Please call me. I am interested in a special group discount for my team

Delegate Information

Name _____ Title _____

Organization _____ Dept. _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Payment Information

☐ Check ☐ Purchase Order/Training Form ☐ Credit Card

Credit Card Number _____ Expiration Date _____ Verification No. _____

Name on Card _____

Billing Address _____

Please make checks payable to: The Performance Institute

CANCELLATION POLICY: The Performance Institute will provide a full refund less a $399 administration fee for cancellations requested four weeks prior to the event start date unless cancellation occurs within two weeks prior to the event start date. If a cancellation is requested less than two weeks prior to the event start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the event will be charged the entire registration fee. All cancellations must be requested through the cancellation link found in your attendance confirmation email. Please note that cancellation is not final until you receive a cancellation confirmation email.

☐ I have read and accepted the Cancellation Policy above.

ACKNOWLEDGED AND AGREED

By: _____ Date: _____

Priority Code: P969-WEB