

Customer Service Training

Customer service, like most services, can only be sustained through ongoing diligence, commitment, and a shared understanding of what is expected. CAA's customer service training provides a foundation for all staff to understand their agency's unique customer service platform.

Who is it for?

Any staff responsible for service delivery. This training is often delivered as part of an induction program for new employees.

Why is it important?

'Customers First' is one of the public sector's core values and underpins all service delivery.

Customer service excellence is the result of good technical and interpersonal skills. This program highlights how both elements make up a customer service professional.

Organisations that are centred around client service excellence provide a strong basis for a healthy and rewarding work environment.

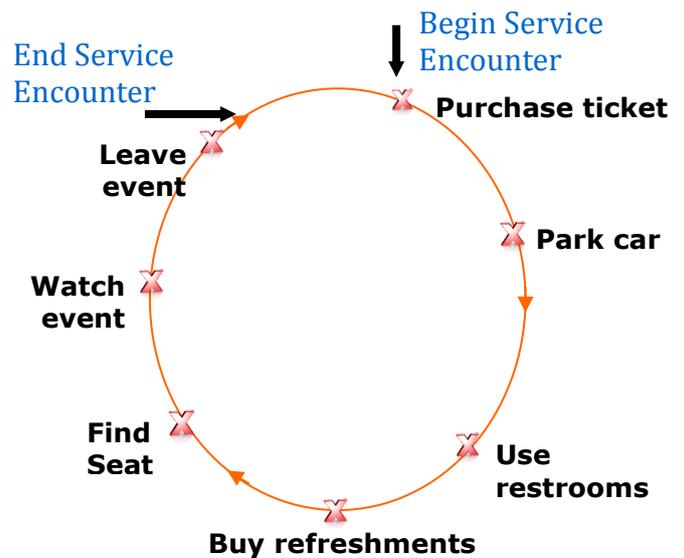
Learning outcomes

Participants will gain:

- A comprehensive overview of their local client service framework and standards
- deeper insight into the customer service experience by exploring 'Cycles of Service' (see example) and customer service challenges
- greater awareness and practical strategies for dealing with common challenges on an interpersonal level
- strategies for recovering customers when problems occur

Cycle of Service example

Going to the movies? Below is an example of a cycle of service that highlights how many individuals would impact on a patron's overall experience. The cycle of service concept (developed by Jan Carlzon) can be applied to any service delivery area and is a good tool for defining what would disappoint, meet or exceed customer's expectations.



Delivery

The training will be delivered to small groups and will draw on the participants' own skills and experiences through various activities.

The CAA can develop a tailored program for delivery at a time and location that suits your workplace. The program is generally delivered as a 2.5 hour session, subject to content requirements.

How do I find out more?

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