

AWWA Customer Service Certificate Program

Course 1 - Building Customer Relationships

8:00 AM – 4:30 PM

8:00 Introduction

1. Welcome, introductions, logistics
2. Purpose and goals
3. Benefits and overview of Course 1.

Chapter 1 – Communication Skills

1. What is customer service?
2. Who actually provides customer service? (internal and external customers)
3. Communication skills
4. Communication process

Chapter 2 – Listening Skills

1. Principles of good communication
2. The levels of listening
3. Steps to better listening
4. Barriers to effective listening

10:30-10:45 Break

Chapter 3 – Professional Attitude

1. Definition and benefits of a positive attitude
2. Personal inventory of characteristics of an enthusiastic and energetic employee
3. Seven keys that promote an optimistic attitude
4. The power of a smile
5. Attitude check-up
6. Four tips to manage stress

12:15 – 1:00 Lunch

Chapter 4 – Working with Challenging Customers

1. Service recovery and exercise
2. “Take the Heat”
3. Steps to better listening
4. Barriers to effective listening

2:00 – 2:15 Break

Chapter 5 – Diversity and Inclusion

1. Understanding the terms: diversity, equity, inclusion, bias, prejudice, respect, etc.
2. Identify the key principles of DEI
3. Understand how to provide better service through cultural competence
4. Learn how utility organizations incorporate DEI
5. Apply the ten tips for a respectful workplace

3:15 – 4:15 Role Play

Form teams and work through the scenarios

4:15-4:30 Questions, Wrap-up, and Evaluation