

AWWA Customer Service Certificate Program

Course 2 - The Business of Customer Service

8:00 AM – 4:30 PM

8:00 Introduction

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

Chapter 1 – Teamwork

1. Customer Service in the 21st Century
2. What is Teamwork?
3. The Importance of Teamwork in the Workplace
4. Teamwork and Customer Service

9:30-9:45 Break

Chapter 2 – Personality Types

1. Benefits of Knowing Your Type
2. Personality Test Models
3. Five-Minute Personality Test
4. Four Personality Types
5. Birth Order in the Workplace

11:45 – 12:30 Lunch

Chapter 3 – Customer Service in Action

1. Strategies for Improved Interpersonal Communication
2. The Channels/Methods of Communicating
3. Techniques for Enhanced Listening Skills
4. Self-Assessment: How Do I Sound?

2:00 – 2:15 Break

Chapter 4 – People, Processes, and Technology

1. Internet Use and Future Consumers
2. The Importance of Processes
3. Customer Service Technologies and Definitions
4. The Customer Service Cycle

3:15 – 4:15 Role Play

Form teams and work through the scenarios

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