



# Customer Service in the Public Sector: Putting Citizens First

Wednesday, October 13, 2010, at the U.Va. Richmond Center, 8:30 am–3:30 pm

**LOWER PRICE!**



## Program Preview

“Customers Are Our Priority” is a claim made by most organizations. Would your customers say that your organization fulfills this pledge? Or would they shake their heads in disagreement? This class provides methods to increase your effectiveness when dealing with customers: you can make a positive impression in every situation.

Participants will look at several models that assess how employees’ actions can impact customers’ impressions of the organization. You will have the chance to practice techniques for solving difficult situations and evaluate your organization’s customer service culture: Who are your customers? What services do you provide them? What kind of service environment do you create for them?

This class will help you to

- ▼ describe the KANO model for achieving customer satisfaction
- ▼ compare four communication styles which impact delivery
- ▼ use the LEAP model to handle difficult situations
- ▼ determine criteria for establishing customer service standards
- ▼ demonstrate world class customer service behaviors when responding to your customers

## About the Trainer

**Cindy Taylor** is a learning consultant with Chesterfield University where she teaches courses through the university’s schools of Quality and Continuous Improvement, Leadership and Personal Effectiveness, and Policy and Practice. Previously she implemented the county’s first Employee Relations Unit.

After 25 years of human resource management, Cindy’s areas of expertise include employee relations; organizational development, training, and evaluation; mediation; professional certification; facilitation; and MBTI®.

An active member of the International Public Management Association for Human Resources (IPMA-HR), Cindy is a contributing author in Leadership Secrets of Local Human Resource Officials published by ORACLE and IPMA-HR. She has a B.A. from Virginia Tech and an M.A. in public administration from George Mason University.

## Who Should Attend

Employees at all levels, especially those in direct contact with customers

## Program Details

### Date & Time

Wednesday, October 13, 2010, 8:30am – 3:30pm

### Location

U.Va. Richmond Center  
2810 N. Parham Road, Ste 300, Richmond, VA 23294  
804/662-7464  
<http://www.scps.virginia.edu/Richmond>

### Travel Directions

Visit: <http://scps.virginia.edu/maps/ridirections.htm>

### Cost

~~\$100~~ **\$75 (New Price)** includes lunch. Payment or PO# must accompany registration

### Cancellation

A \$20 fee will be charged for cancellations prior to October 6. After that date registrants will be charged the full registration fee.

### Questions?

Contact at (804) 371-0202 or email [chrisj@virginia.edu](mailto:chrisj@virginia.edu)

## New Online Registration!

Please call Chris Johnson at (804) 371-0202 for your account password. Then you can register online at : <http://www.coopercenter.org/customer-portal>

*Credit cards are only accepted with online registration.*

Please visit [www.VaInstituteofGovernment.org](http://www.VaInstituteofGovernment.org) for more information

## Registration Form

Please submit only one name per registration form.

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Name \_\_\_\_\_

Title \_\_\_\_\_

Locality \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Please indicate any special dietary or physical needs.

Make checks payable to: *Virginia Institute of Government, U.Va.*

\_\_\_ check enclosed

\_\_\_ check to be mailed

\_\_\_ PO # \_\_\_\_\_

(Credit cards are only accepted with online registration)

Fax registration form to (804) 371-0234 or mail to

**Virginia Institute of Government, U.Va.**

700 East Franklin Street, Suite 700

Richmond VA 23219

Attn: Chris Johnson



VIRGINIA  
INSTITUTE OF  
GOVERNMENT

## Billing Information ( ) Check here if same as above

Name \_\_\_\_\_

Org. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_