

# **HOW TO DELIVER OUTSTANDING CUSTOMER SERVICE IN WORKFORCE DEVELOPMENT PROGRAMS!**

**A staff and management training session  
presented at your organization by  
Larry Robbin**

**Executive Director of Robbin and Associates**

**Over 45 years of workforce development and customer service training experience!  
More than 1000 Organizations Served! Over 100,000 People Trained!  
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Customer service is the key to getting the best outcomes for your workforce program. But, it can be very challenging to deliver what we call in customer service terms, **WOW!** level customer service, to our job seekers. We often have to deal with a high volume of people. Many of our customers are frustrated from being unemployed. People can have unrealistic expectations about our services. They can expect us to get them jobs without much work on their part. Individuals can become impatient with our processes. The reputation of your organization and your outcomes can suffer, if you do not give your staff the customer service skills they need to be as successful as possible with the people you serve.

This workshop will show you how to use cutting-edge customer service techniques in workforce development programs. The session draws on the best practices from the private sector and other types of organizations across the country. Learn how people in lost luggage departments at airports handle the frequently hostile customers they serve. Find out how retail store customer service staff deal with people that have been disappointed by a product multiple times. Get the inside strategies businesses use to improve customer satisfaction. This workshop will give you both new program design elements and state-of-the-art direct service skills that will result in better customer service. This will enable you to work with job seekers so successfully that you will exceed their expectations and reduce staff stress and burnout at the same time. More of your customers will thank you for your help instead of complaining about how you serve them!

Here are some of the topics covered in the training.

Learn truth about the common myths about customer service. For example, if you think that the best way to deliver customer service is to treat customers like you would like to be treated, you are making a big mistake! This is a common customer service myth that can easily result in disappointed customers.

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Improving The Performance Of Workforce Programs  
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Discover how to carefully reframe unrealistic customer expectations so you can work with people successfully. Help them understand your program in a more realistic way and they will feel better about how you serve them!

Use the list of the seven levels of customer service to assess what level of customer service you are providing at various points in your program. Get strategies to take your customer to higher levels!

Get the tools you need to help customers get over the alienating program customer service bumpers like doing paperwork and filling out forms!

Find out how to avoid sending the red flag body language and verbal signals that increase customer frustration. Learn why using the word no in any context is a big mistake with our customers and find new and more effective ways to say it.

You will learn why different groups of people prefer different approaches to customer service. Get information about customer service strategies for specific types of job seekers like the long term unemployed, white collar dislocated workers, youth, people with disabilities, people from different cultures and other demographic groups so you can serve them more effectively! The session will be customized around the populations that are most common in your program.

The session includes a very valuable list of the ten most common complaints customers have about how they are treated in workforce programs so you can avoid making these mistakes!

Get a list of ways to measure customer satisfaction so you can create customer service benchmarks that will result in your organization improving its customer service on an on going basis!

This workshop is for managers and staff of all types of workforce, training and education programs serving any population of job seekers. Do not miss this unique opportunity to make your organization the state-of-the-art in workforce development customer service. For information about bringing this workshop to your organization, contact Larry Robbin, Executive Director of Robbin and Associates, at [larry@larryrobbin.com](mailto:larry@larryrobbin.com). For more information on Robbin and Associates go to [www.LarryRobbin.com](http://www.LarryRobbin.com).