



The City of San Diego



CUSTOMER SERVICES DEPARTMENT
1200 THIRD AVE., SUITE 1300, SAN DIEGO 92101

Customer Service Training Modules

- ◆ Assisting Angry/Difficult Customers in Person (approx. 1 hr): Participants will learn how good service techniques can avoid customers becoming angry, prevent escalation of emotion, the three main types of anger, and how to work with customers if they are already angry.
- ◆ Assisting Angry/Difficult Customers Over the Phone (approx. 1 hr): Participants will learn to improve the customer service they provide over the phone to prevent customers from becoming angry, prevent escalation of emotion, and how to work with angry customers specifically over the phone.
- ◆ Teamwork (30-45 min): Participants will learn when a team approach can be a benefit to serving customers, and how to use teams to solve specific problems.
- ◆ Customer Focused Written Correspondence (approx. 1 hr): This course will assist employees with their writing skills, and enable the wide variety of customers of the City of San Diego to better understand our written communication. Participants will be reminded of many common rules of grammar as well as given instruction on the most effective forms of written communication in the public sector environment.
- ◆ Customer Focused Emails (approx. 30 min): Share standards and recommendations for representing the City to customers via email. Learn how to write a customer-focused email, whether your customers are internal, external or both.



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Customer Service Training Modules continued...

- ◆ Providing Service to Customers with Disabilities (approx. 45 min): This hands-on module will teach important tips and techniques for working providing great service to people with physical disabilities.
- ◆ Supervisors and Customer Service (approx. 1hr): Participants will learn how they as Supervisors affect the quality of service their staff provides and techniques for improving customer service through motivation and feedback.
- ◆ 4 Hour Customer Service Training: This training session combines five modules into one class, and includes the following: Teamwork, Customer Focused Emails, Providing Service to Customers with Disabilities, Assisting Angry/Difficult Customers in Person, and Assisting Angry/Difficult Customers Over the Phone. (4 hours)
- ◆ Customized training available upon request (varied): Training sessions can be created based on the modules outlined above. Recommended combinations include Assisting Difficult People over the Phone and in person (1.5 hours); and Customer-Focused Written Correspondence and Emails (1.5 hrs)

Classes will be taught at Department-chosen locations, and instructors will travel to you. Departments should plan for 15-25 people in attendance at each class. Department will be asked to produce copies of handouts for attendees, and may be asked to procure needed equipment (i.e. TV/VCR), laptop/projector.

To schedule the modules above – contact Sofia Aguilar at (619) 533-6413

For customized training – contact Wendi Brick, Director at (619) 236-6312

*** All modules include basic overview of good service.**