

***A Training Tree Customer
Public Sector Service
Enhancement Program***

CUSTOMER SERVICE



**Beyond COVID: When Extra
Care is Essential**

**CUSTOMER SERVICE IN PUBLIC SERVICE
Now More Than Ever It is Everybody's Job**





YOUR PRESENTER

**Steve Rosenthal, President
of the Training Tree , Inc.**



- Why present this topic now?
- What's different and are there answers?
- Will I give you solutions and actions to take that are useful for my position?



CUSTOMER SERVICE DURING COVID PANDEMIC OF 2020-21



Let's Review What is Different

- **Greater Stress-Health & Economics**
- **Loss-Actual and Imagined**
- **Unsettling Racial and Political Environment**
- **Displeasure With Government Systems**
- **Customer & Service Providers on Edge**
- **We Must Adopt Ambassadorship**
- **Structuring a “Service Survivor” mentality to Quality Customer Service**
- **Government By The People For The People**



BEING A CUSTOMER SERVICE AMBASSADOR DURING THESE TIMES



Here Are Our Bullet Points

- The Citizen As A Customer During the COVID Pandemic
- What Are the Components to Improve Your Department's Customer Service During this Time Period? Process Changes You Can Make that Will Meet the Challenge.
- How Have Our Customers Changed in the Last Year and What Are Their Expectations?
- How To Take A Regulatory Function And Make It Enabling?
- Regulators and Enablers- Which Will You Be?
- Word Cues For Positive Customer Service
- Five Transition Lines You Can Learn That Will Transform Every Regulatory Message into a Citizen-Centered "Enabling" Message.
- Customer Service Challenges-Scenarios
- Diffusing The Frustrated or Angry Customer



Team Thought On Customer Service

Moving Your City Ahead With Ambassador CS is a Coordinated Effort

In today's organization this is what is necessary to bring about Ambassador Customer service. It is everybody's job.

- **Commitment-Every Dept.**
- **Contribution-Up and Down the Organization**
- **Communication-We Are here to Guide and Help**
- **Cooperation-We Problem Solve Until We Get The Job Done**
- **Conflict Management-Internal and External**
- **Change Management-What Must We Do Now To Maintain Credibility**
- **Connections To Our Larger Organization**



The Reality That We May Not Want To Face.

- **Some citizens and fellow employees have lost loved ones and businesses/employment.**
- **Government is not looked upon favorably.**
- **Fear for well being and safety is real.**
- **Things are changing rapidly creating additional stress.**
- **Events throughout country are alarming.**
- **Jealousy for those who have not lost through the last six months.**



As Our Citizens Use Our Services Remember Any One Of These Can Cause Frustration

- **People**
- **Processes**
- **Equipment & Technology**
- ***This is how we deliver the service to internal or external customers. These Chess pieces can cause frustration and anger causing people to be difficult. Remember the potential for being difficult is in every one of us!***



WE CAN MAKE A REGULATORY MESSAGE ENABLING-We Are Here To Help!



We Utilize C.A.R.E

- **C. –Consistent & Compassionate**
- **A. –Able to Follow Through**
- **R. –Responsive to Needs**
- **E. -Enabling**

More cities and counties want their employees to be enabling in approach. The approach is to be citizen-centered. Focus on what the citizens wants to do or accomplish and balance it with the community standards that will decide what options are available to the citizen. Avoid frustrating your customers.

Stay Ahead of The Curve!



Regulator & Enabler

Language:

Staying Ahead of the Pack

Regulating phrasing and language often have the following characteristics:

- **focuses on the policy**
- **tells the resident what cannot be done.**
- **has a subtle tone of blame.**
- **includes words like can't, won't, unable to, that tell the recipient what the sending agency cannot do**
- **emphasize “you” messages that come across accusatory**
- **does not stress positive actions that would be appropriate, focuses on negative consequences.**



Regulator & Enabler

Language:

Staying Ahead of the Pack

Enabling phrasing and language have the following qualities:

- ***tells the resident what can be done***
- ***suggests alternatives and choices available to the resident***
- ***sounds helpful and encouraging rather than bureaucratic***
- ***stresses positive actions and positive consequences that can be anticipated.***



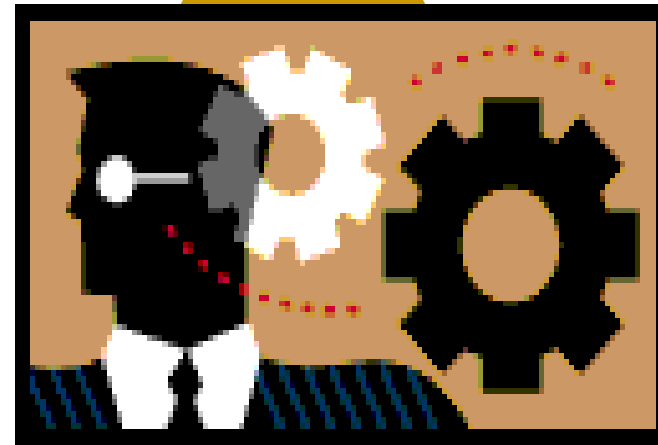
Making the Transformation To An Enabler-Perspective

- **Change how you view the citizen-I am here to assist you accomplish what you want within parameters that are acceptable in our community. I focus on what you can do, not what you can't do! I am Citizen-Centered!**
- **This is vital in a normal environment and essential in a pandemic environment.**
- **Critical to change our language from regulating to enabling.**



How to Change Your Message

Focus on where the citizen needs to be or what they want in the first part of your sentence and what you may need from them to make it so at the back end of the sentence.



POSITIVE ENABLER PHRASING-The Five Transition Lines



- **“I” messages-Never “You” messages**
- **“To” messages**
- **“In order to” messages**
- **“Let’s” messages**
- **“We” messages**



Positive Enabler Phrasing



Below are just a few examples of positive phrasing.

- 1) We can complete this for you all we need from you is...
- 2) Let's take a look at how we can resolve this now...
- 3) In order to be in compliance all you need is...
- 4) To register your child all you have to have is...
- 5) I can go over what is allowed so you can get this completed....



The Language of the Enabler

Stay on Track-Focus on What Your Citizen Is Trying To Accomplish?

- In order to be in compliance...
- To meet code all you need to do is...
- To complete the process all that is needed is ...
- To initiate a review we only need to get...
- Let's take a look at what options are open to you...
- I can list what is needed and we can see what is left to do.



THE POSITIVE ENABLER PHRASING WORK INTERNALLY AND EXTERNALLY



If you are going to eliminate negative phrases, you will need to replace them with more positive ways of convey the same information. Your focus needs to be on what can be done, not what can't be done. There is little purpose to focus on what is not allowed or acceptable.



What About Those Employees That Only Occasionally See the Public?

- **Making An Impression That We Will Go The Distance To Make That Positive Impression.**
- **Showing You Recognize The New Reality**
- **What About Internal Customers Do The Same Rules Apply?**
- **Is It Possible To Gain The Citizen's Loyalty Even in Difficult Times?**



THIS SHOULD NOT HAPPEN!

Ron makes an appointment with the DMV. He can't just go over and renew his driver's license without an appointment. The next appointment is two weeks away. He arrives at the correct time and while waiting in front of the facility he is informed he is not on the list. They will not get a supervisor or inquire inside the facility. A man offers to give him his appointment and is told that is not permitted. Ron is told to go home and make another appointment. Showing restraint Ron returns home and makes another appointment. He is given an appointment two weeks in the future.



What Ron saw:

- No concern for customer satisfaction
- No empowerment of employees
- More concern for procedures –little concern for closure on the issue for the customer
- No responsibility or accountability for situation
- Attitude that it is the customer's fault



WHAT SHOULD HAPPEN!

Focus on guiding customer to a resolve of issue

Show some empathy and think out of the box

Use the swing lines to avoid a stressful situation or deal with an existing one.

- **When they are calming or running out of gas**
- **When they are taking a pause**
- **When they have dissipated some anger**

Insert a Swing Line-I think we can resolve that right now- Let's take a look at what can resolve this-Let's take a look at the options open to you

Ask for their permission to proceed-you have given them some power-you have leveled the playing field.

Move them to get closure on the issue.

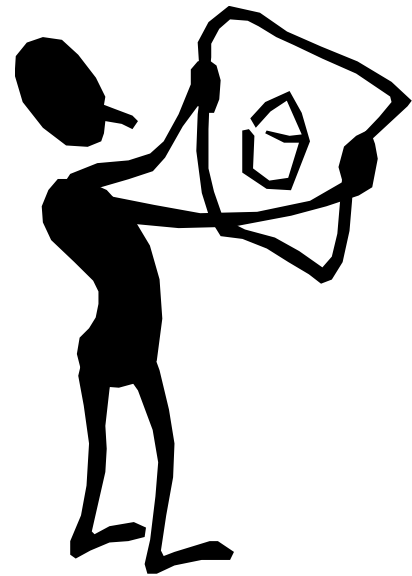
If you can't provide closure show a guiding hand.



Develop a Plan For Every

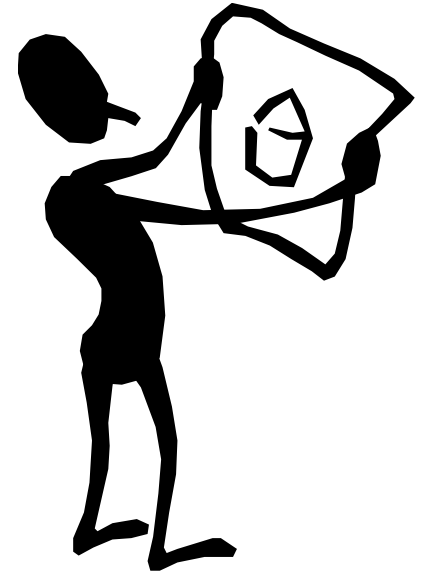
Department-If You Don't Have a Plan To Open Up Full Services What Behavior Do you Expect?

- ***Recreation-Events, By Facility, Camps, Gyms, Pools, Parks, Hours of Operations, Security etc.***
- ***Police-Community Orientation, Pro-Active Dialogues, Scheduling, Constant Communication!***
- ***Permitting and Code Enforcement-The customer has lost money or a job-your duties require them to spend.***
- ***Public Works-You are in the community with stressed customers.-Recognize warning signs.***
- ***H.R, Finance, and IT have internal and external customers that have been impacted by Covid-19.***



You've Got A Plan

- ***“Enabling Language”- Focus On What the Customer Wants And What Is Necessary To Make That Happen!***
- ***Focus on What is Obtainable and Options That Are Available In Getting There!***
- ***PMA-Keep A Positive Mental Attitude***
- ***Recognize These Are Difficult Times***
- ***Parlay Respect and Responsiveness-Accept Input and The Opinions of Others***
- ***Practice Positive Communication Techniques-Positively Impact Your Communication Transactions to Closure!***



Building A Customer Service Program

Brick by Brick



Building Customer Service Brick By Brick



Begin with Point of Contact: In Person and Telephone



Building Customer Service Brick By Brick



Teach Customer Service Skills—Emphasize Your Values and Standards-Providing a Guiding Hand & Follow Through

Begin with Point of Contact-Counter or Telephone



Building Customer Service Brick By Brick



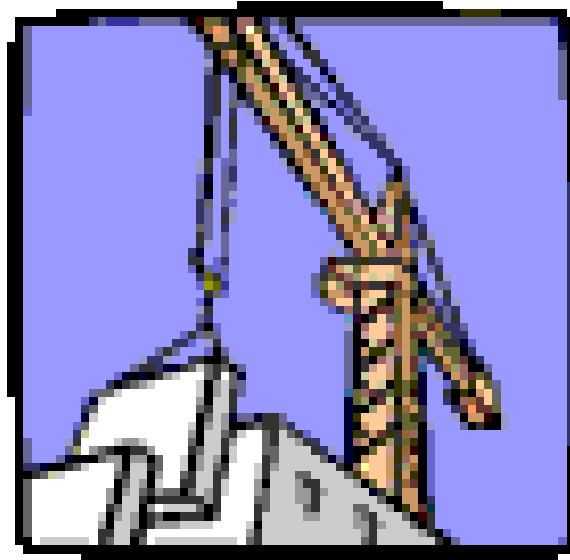
**Make It
Mandatory**

Teach Customer Service Skills—Emphasize Your Values and Standards-Providing a Guiding Hand and Follow Through

Begin with Point of Contact-Counter or Telephone



Building Customer Service Brick By Brick



Provide training in techniques for dealing with difficult customers

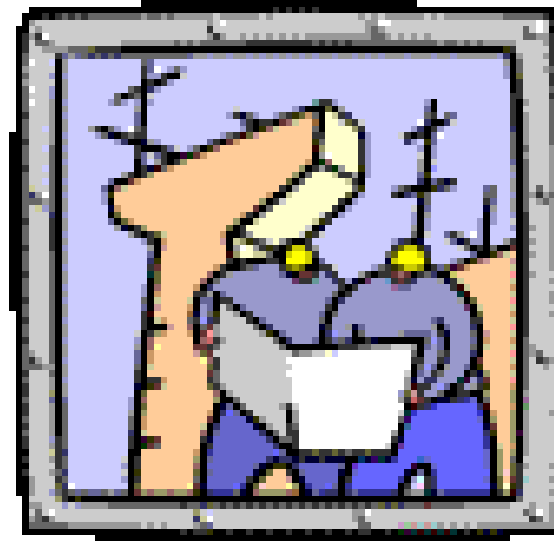
**Make It
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**Teach Customer Service Skills—Emphasize Your
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Building Customer Service Brick By Brick



**Start With
Orientation**

Provide Training in Techniques for Dealing with Difficult Customers

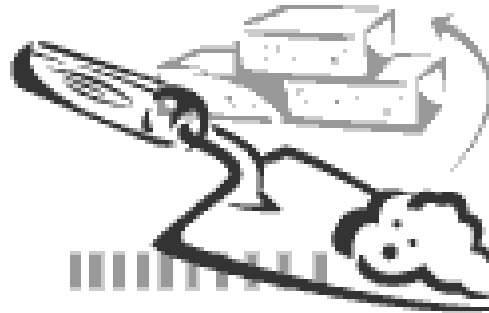
**Make It
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**Teach Customer Service Skills—Emphasize Your
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Begin with Point of Contact: In Person and Telephone



Building Customer Service Brick By Brick



Customer Service Must Be Discussed For Both Internal and External Customers

Start With Orientation

Provide Training in Techniques for Dealing with Difficult Customers

Make It Mandatory

Teach Customer Service Skills—Emphasize Your Values and Standards

Begin with Point of Contact: In Person and Telephone



Building Customer Service Brick By Brick



Custom-Designed for Specific Departments

Customer Service Must Be Discussed For Both Internal and External Customers

Start With Orientation

Provide Training in Techniques for Dealing with Difficult Customers

Make It Mandatory

Teach Customer Service Skills—Emphasize Your Values and Standards

Begin with Point of Contact: In Person and Telephone



Building Customer Service Brick By Brick



Add New Initiatives Every Year

Custom-Designed for Specific Departments

**Customer Service Must Be Discussed For Both
Internal and External Customers**

**Start With
Orientation**

Provide Training in Techniques for Dealing with Difficult Customers

**Make It
Mandatory**

**Teach Customer Service Skills—Emphasize Your
Values and Standards**

Begin with Point of Contact: In Person and Telephone



Building Customer Service Brick By Brick



Refresher Classes

Add New Initiatives Every Year

Custom-Designed for Specific Departments

Customer Service Must Be Discussed For Both Internal and External Customers

Start With Orientation

Provide Training in Techniques for Dealing with Difficult Customers

Make It Mandatory

Teach Customer Service Skills—Emphasize Your Values and Standards

Begin with Point of Contact: In Person and Telephone



Building Customer Service Brick By Brick



Catch Them Doing Something Right and Publicize

Refresher Classes

Add New Initiatives Every Year

Custom-Designed for Specific Departments

Customer Service Must Be Discussed For Both Internal and External Customers

Start With Orientation

Provide Training in Techniques for Dealing with Difficult Customers

Make It Mandatory

Teach Customer Service Skills—Emphasize Your Values and Standards

Begin with Point of Contact: In Person and Telephone



Building Customer Service Brick By Brick

Recognize and Reward Excellent Customer Service Within the Organization

Ask For Customer Feedback

Catch Them Doing Something Right and
Publicize

Refresher Classes

Add New Initiatives Every Year

Custom-Designed for Specific Departments

Customer Service Must Be Discussed For Both
Internal and External Customers

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