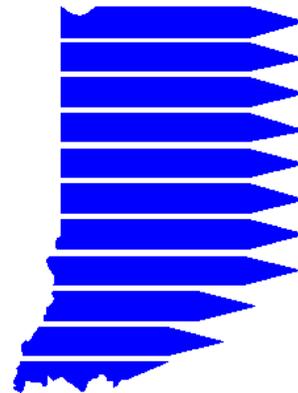
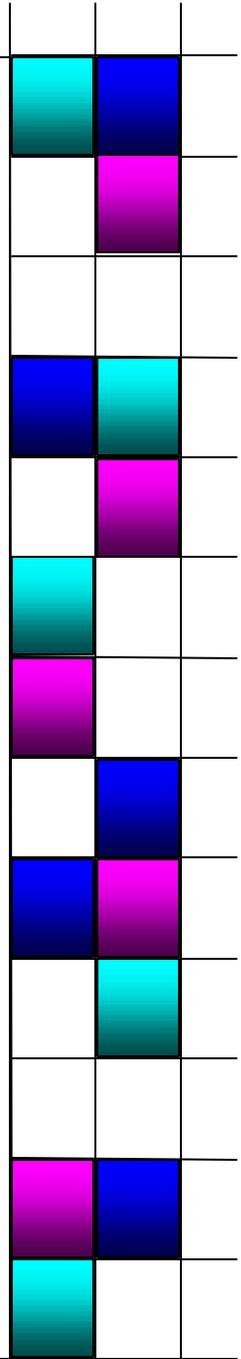


Welcome to:

**Customer
Service
Training**



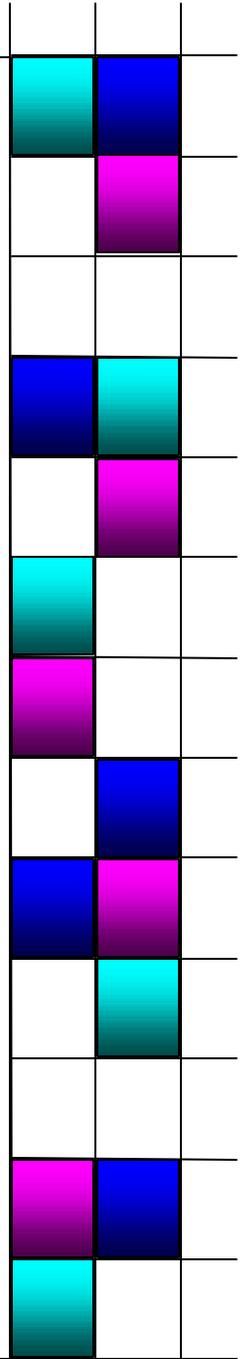
Lifelong Learning Institute



Why are we here?

- ★ Reinforce importance of quality customer service.
- ★ Gain better understanding of quality components.
- ★ Learn about DOL tool -- “Service by Design”.
- ★ Learn from each other / build presentation skills.

Why is good customer service so important?



WIA - Customer Focus

- » **WIA -- NOT BUSINESS AS USUAL !!**
- » **WIA Requires a CUSTOMER FOCUS**

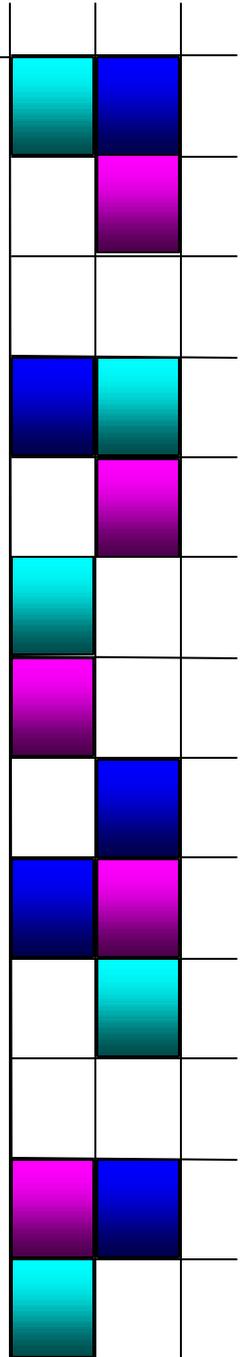
Who are the customers?

What do they need?

What do they expect?

How do our services and products fit?

What processes do we need to change?

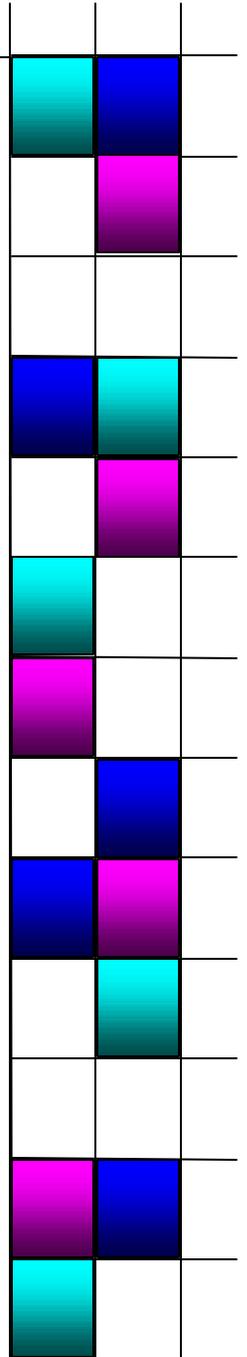


*All customers are NOT
created equally:*

Mandatory Customers

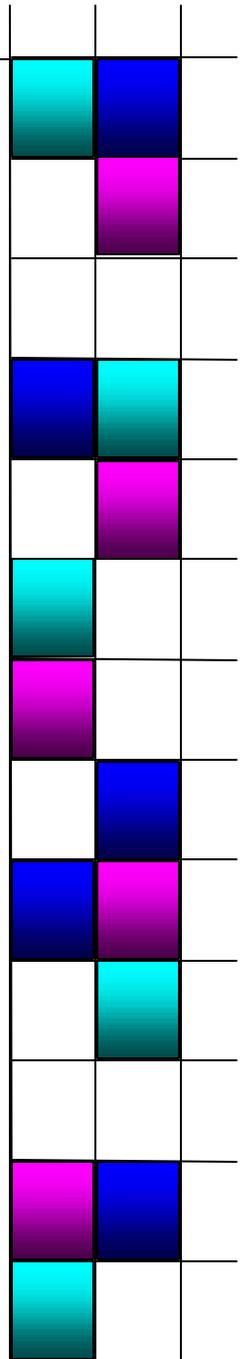
vs.

Voluntary Customers



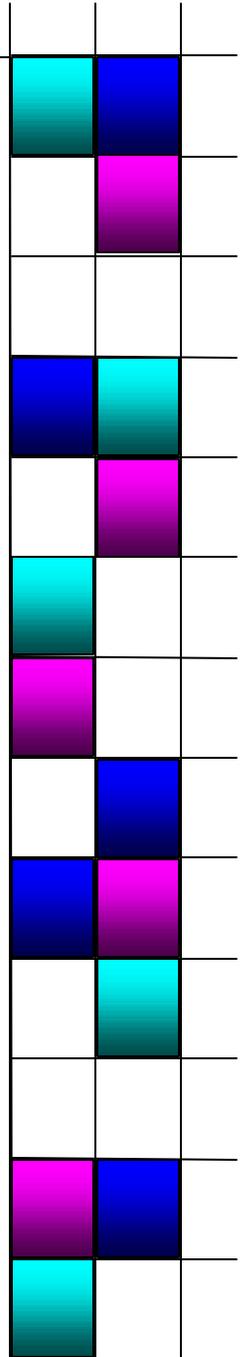
Mandatory Customers

- **have no choice in where to buy**
- **do not pay to receive products or service**
- **may not have repetitive buying behavior (UI)**
- **satisfied by quick, hassle-free and accurate services**



Voluntary Customers

- **choose a supplier over competitors**
- **often pay to receive a product or service**
- **have potential to be repeat customers (employers, job seekers)**
- **are satisfied by quick, hassle-free and accurate service AND friendly and personal attention**



Your customer service experiences.....

