



Outstanding Customer Service

The Outstanding Customer Service program uses a blend of direct instruction, shared experiences, and hands-on exercises to support participants' professional development and learning. Participants will be immersed in public-sector-centered customer service concepts through a curriculum specifically designed to support the vision, mission, and needs of local governments and utility organizations.

Key Focus Areas



Attributes of outstanding customer service



The foundation of outstanding customer service: knowledge, attitude, and communication



Customer service strategies: common and challenging customer service interactions

Learning Objectives

- ✓ Recognize the organization's mission, vision, and focus areas and connect the organization's mission to the concept of outstanding customer service
- ✓ Identify the organization's customers and paint a picture of what outstanding customer service looks like to the customer, and understand how poor service impacts the organization
- ✓ Build awareness of foundational knowledge about the organization and attitudes associated with outstanding customer service
- ✓ Practice appropriate communications that are supportive of outstanding customer service
- ✓ Demonstrate appropriate responses to common customer interactions and escalated situations—from greeting to follow-through
- ✓ Identify opportunities for personal improvement to provide outstanding customer service

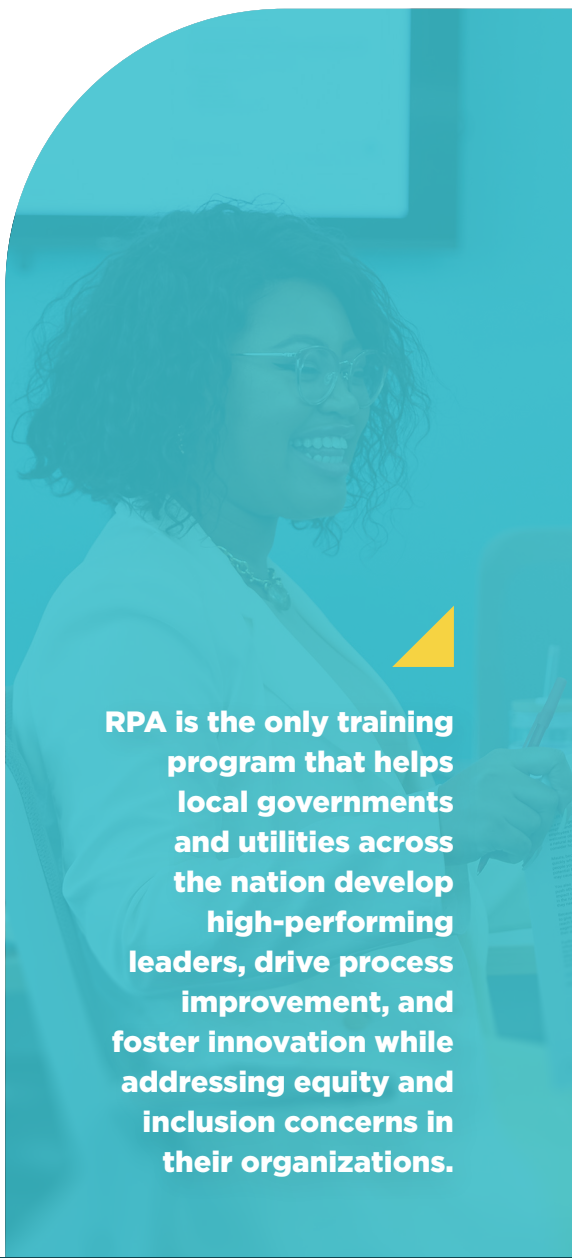
Who Should Attend

This program is designed for anyone working in local government or utilities who wants to enhance their customer service skills.

While this program is tailored to those in customer service roles, the insights and techniques offered are valuable for all employees—particularly those who have direct or indirect interactions with customers. Whether participants are handling inquiries at the front desk, managing service requests in the field, or supporting operations behind the scenes, this course will equip them with the tools to provide outstanding customer service and build stronger relationships with the community.

CEUs and Credentials

The Raftelis Performance Academy (RPA) grants Continuing Education Units (CEUs) for this course at a rate of 1 CEU for 10 contact hours. It is the individual's responsibility to contact the appropriate licensing or credentialing organization before registering for any continuing education credit program. Upon completion, a digital credential will be issued to each participant through RPA's third-party credentialing partner, Accredible.



RPA is the only training program that helps local governments and utilities across the nation develop high-performing leaders, drive process improvement, and foster innovation while addressing equity and inclusion concerns in their organizations.

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Raftelis provided Outstanding Customer Service Training to our entire staff. After two days of training, we were able to apply what we learned into our daily interactions with customers. The instructors were very knowledgeable, shared many experiences, and really related well with our employees. It was truly a great learning experience.

- Outstanding Customer Service Participant



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