# THE ART OF EXCEPTIONAL CUSTOMER SERVICE
# EXECUTIVE OVERVIEW SESSION
# Session Time 30 minutes

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| <br>**Session Preparation** | You will need the following to run this session:<br>• Video projector and PC (with sound)<br>• Flip chart and paper pad<br>• Markers<br>• Handouts for each participant. These can include:<br>  • Overview information<br>  • SPA open course information sheet<br>  • Train the Trainer information sheet<br>  • Any agency specific publications<br><br>Review the slides and videos to insure they are working properly. *The PowerPoint and video files should be copied to the same top level folder on your hard drive or desktop.*<br><br>Tailor the slides to your audience. Include language or examples that would better communicate to your agency or institution. Add any agency specific information to the slides, presentation or handouts. |
| | The purpose of this executive overview is to:<br>• Help agency leadership understand the importance of implementing The Art of Exceptional Customer Service in their agency.<br>• Provide a basic overview of the course<br>• Discuss how the course can be rolled out to all agency employees<br><br>This overview should be provided to your agency leadership team prior to the agency rollout so that they are better prepared to support the training efforts and can provide the necessary resources.<br><br>For additional assistance presenting the overview to your leadership contact Linda Hensel at (lhensel@ocs.ga.gov) or 404-463-5911 |



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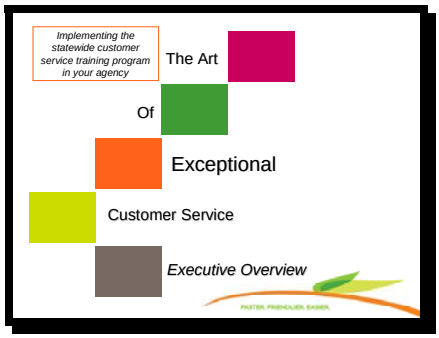
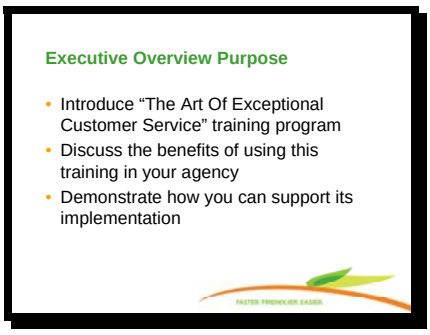
| <br>**Slide 1** |  <br> |
| **:10 sec.** | (*Display slide as participants enter the meeting*)<br><br>Thank you for attending this executive overview of “The Art of Exceptional Customer Service.” |
| <br>**Slide 2** |  <br> |
| **:15 sec.** | The purpose of this overview is to:<br>• Introduce “The Art Of Exceptional Customer Service” training program<br>• Discuss the benefits of using this training in your agency (or institution)<br>• Demonstrate how you can support its implementation |

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| <br>**Slide 3** | |
| <br>**:15 sec.** | As we begin, take a few minutes to visualize an effective, unified, statewide approach to customer service training.<br><br>What value would this provide for the state of Georgia and our agency? |
| <br>**5:00 Min.** | *Flip chart participant responses*<br><br>*Possible responses could include:*<br>• *Reflects statewide commitments to the customer (Helpful, Courteous, Accessible, Responsive, Knowledgeable)*<br>• *Includes CS Standards (Greet, Listen, Help, Honor)*<br>• *Tailored to agency requirements*<br>• *Applicable on the job*<br>• *Interactive and engaging*<br>• *Cost effective* |

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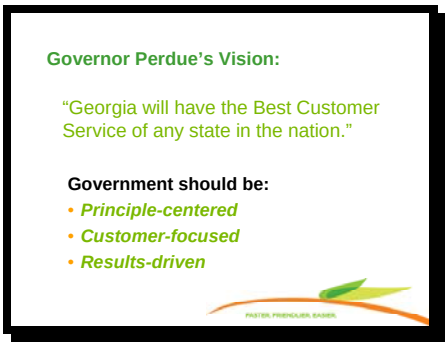
| <br><br>**Slide 4** |  <br> |
| **:15 Sec.** | Governor Perdue has set the goal that Georgia will have the best customer service of any state in the nation.<br><br>This includes making state government more<br>• Principle centered<br>• Customer-focused<br>• Results-driven |

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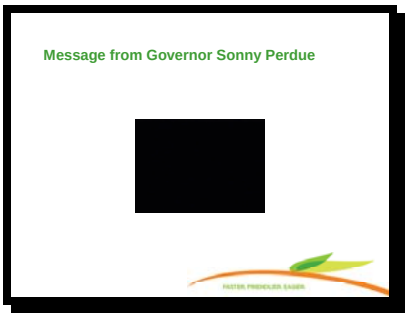
| <br>**Slide 5** |  |
| **:15 sec.** | Let's listen to what Governor Perdue has to say about the importance of this statewide customer service training initiative.<br><br>This video clip is the Governor's introduction to "The Art Of Exceptional Customer Service." |
| **1:38 min.** | **Video: Governor's Message - Custom.wmv**<br><br>*Click on video box to start video* |

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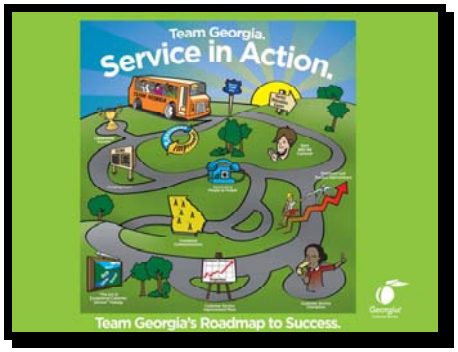
| <br>**Slide 6** |  <br> |
| **:15 Sec.** | As an important part of Team Georgia we are committed to creating a culture of customer service. Our roadmap to success includes training our employees to be exceptional customer service providers. |
| <br>**Slide 7** | <br> |
| **:15 Sec.** | The Art of Exceptional Customer Service is anchored in our five commitments to our customers:<br>• helpful<br>• courteous<br>• accessible<br>• responsive and<br>• knowledgeable |

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| <br>**Slide 8** | <br> |
| **:30 Sec.** | We demonstrate these commitments to our customers through our customer service standards. Our standards are to:<br>• GREET your customers promptly and courteously.<br>• LISTEN and verify your understanding of the customer's needs.<br>• HELP customers with your answers and actions.<br>• HONOR your commitments in a timely manner. |
| <br>**Slide 9** | <br><br>*Click once to add lower text* |
| **:15 Sec.** | Achieving results requires that customer service is a core part of our agency mission and includes a customer service vision, service standards, commitments and leadership support.<br><br>It also requires a skilled, knowledgeable and motivated workforce to deliver on the promise of exceptional customer service. |

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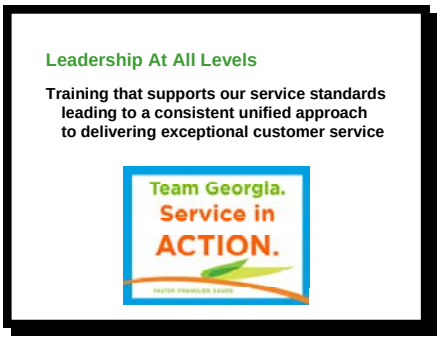
| <br>**Slide 10** |  |
| **:15 Sec.** | Leadership at all levels; executives, management and customer service representatives alike should deliver a consistent unified approach to customer service.<br><br>To ensure this consistent unified approach, “The Art Of Exceptional Customer Service” training is designed to support the statewide customer service standards. |



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| <br>**Slide 11** | <br> |
| **:30 Sec.** | A team approach was taken to develop training that meets the specific needs of management and frontline employees in state government.<br><br>Multiple state agencies were represented while researching, developing and piloting the program with managers, frontline providers and call center staff.<br><br>It was developed in partnership with the:<br>• Governors Office of Customer Service<br>• Georgia Quick Start – Department of Technical and Adult Education (DTAE), and<br>• Coosa Valley Technical College<br>• State Personnel Administration<br><br>The result is "The Art Of Exceptional Customer Service." |

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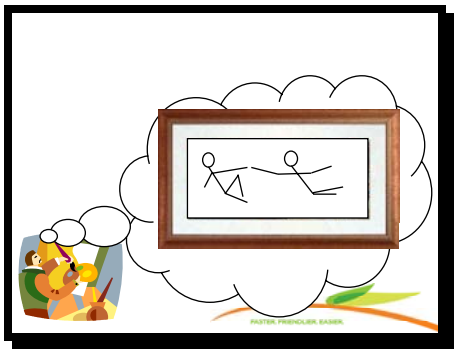
| <br><br>**Slide 12** |  <br>*Do not click through – animation is automatically timed* |
| **:15 Sec.** | Providing exceptional customer service <u>is</u> an art.<br><br>An artist can have a vision of a great masterpiece (*the picture will change automatically*)<br><br>but without practicing the skills of art, or having the knowledge to practice it, the vision cannot be brought to life. |

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| <br>**Slide 13** | <br> |
| **:15 Sec.** | To help students learn and practice the art of exceptional customer service, each class is designed to be delivered by a live instructor in a classroom setting.<br><br>It includes:<br>• videos and other demonstrations of positive of customer service that participants can identify with, and<br>• activities, role plays and practice sessions that reinforce each lesson<br><br>For employees whose location (or other logistical reasons) prevent them from attending live classes - a Computer Based Training version is being piloted for general release (4th Quarter 2008) |

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| <br>**Slide 14** | <br> |
| **:15 Sec.** | Completion of this training will result in increased:<br>• Knowledge of customer service best practices<br>• Motivation to serve customers and<br>• Skills to deliver exceptional customer service |
| <br>**Slide 15** | <br> |
| **:15 Sec.** | Those who have participated already have seen the value of the training for their own agencies and customers.<br><br>This is not just a "hear it once and put it on the shelf" class. This training engages students and help them develop skills that they will immediately use back on the job as they interact with their customers. |

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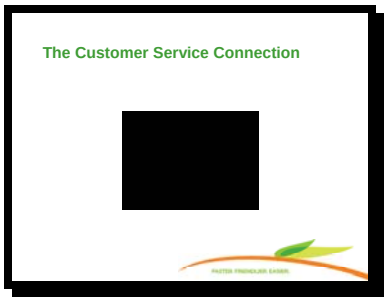
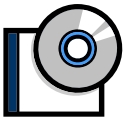
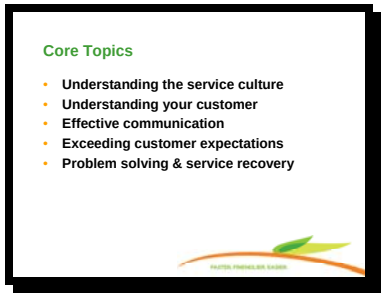
| <br>**Slide 16** |  <br> |
| <br>**:10 Sec.** | This video clip is one of many in the course featuring real Georgia public servants from various agencies from around the state. |
|  <br>**1:00 min.** | **Video: Examples.wmv**<br><br>*Click on video box to start video* |
| <br>**Slide 17** |  <br> |
| <br>**:15 Sec.** | Each session focuses on a separate area of customer service. Topics include:<br>• The service culture<br>• Understanding your customer<br>• Effective communication<br>• Exceeding customer expectations and<br>• Problem solving and service recovery |

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| <br>**Slide 18** | <br> |
| **:15 Sec.** | The course begins with an awareness of concepts like:<br>• The new era of customer service<br>• The customer service connection<br>• Internal customers, and<br>• Who makes up the customer service team |
| <br>**Slide 19** | <br> |
| **:15 Sec.** | The course then builds on basic customer service skills such as:<br>• Values development<br>• Understanding customer perceptions, and<br>• Building relationships with the customer |

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| <br>**Slide 20** | |
| **:10 Sec.** | Later sessions teach students how to create a dynamic customer service experience as well as communications and listening skills. |
| <br>**Slide 21** | |
| **:15 Sec.** | Then students are introduced to more advanced concepts like exceeding customer expectations and identifying best practices they can use to serve their customers. |

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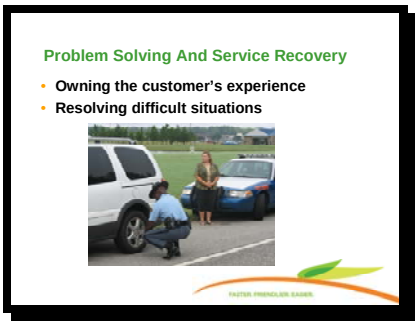
| <br>**Slide 22** |  |
| **:15 Sec.** | …and finally students learn how to deal with difficult customer service situations, how to manage interactions with the customer and service recovery techniques. |
| <br>**Slide 23** | |
| **:15 Sec.** | In addition to these topics, the managers course also includes information on<br>• how to lead a customer service organization and<br>• how to help their direct reports apply the knowledge and skills learned.<br><br>This version is appropriate for anyone who manages or supervises customer service representatives. |

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| <br>**Slide 24** | |
| **:15 Sec.** | Agency trainers are authorized through the train the trainer course to deliver The Art of Exceptional Customer Service throughout our agency.<br><br>During the train the trainer course authorized trainers will be shown how to tailor many of the activities and include agency specific examples to fit the needs of our agency.<br><br>Video examples show real State of Georgia customer service representatives modeling positive customer service practices.<br><br>*(Note: If you are currently using another customer service program but are planning on using The Art of Exceptional Customer Service; explain how The Art of Exceptional Customer Service complements or enhances the current program)* |

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| <br>**Slide 25** | <br> |
| **:15 Sec.** | These examples help training participants identify the importance of their role as a customer service representatives for the state and our agency. |
| <br>**Slide 26** | <br> |
| **:30 Sec.** | The Art of Exceptional Customer Service takes the Governor's vision of "the best customer service state in the nation" and helps our agency make it into a reality.<br>• This training provides a unified and consistent approach to delivering customer service statewide<br>• It meets our customers needs<br>• It includes experiential learning activities that are relevant for state of Georgia employees and our agency<br>• It is cost effective - the course is delivered at cost<br>• It has immediate on-the-job application |

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| <br>**Slide 27** | <br> |
| **:15 Sec.** | The Art of Exceptional Customer Service training is one of the most direct and effective ways to improve customer service in our agency.<br><br>Increased customer service quality reduces complaints, which reduces re-work and increases customer satisfaction. |

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| <br>**Slide 28** | <br> |
| **:30 Sec.** | Leaderships role in ensuring the training is successful in improving customer service includes:<br>• Communicating how important this training effort is to your agency and the state of Georgia<br>• Dedicating quality trainers to become authorized to train agency employees<br>• Committing the necessary resources (time, money, support) to ensure the success of the rollout<br>• Including customer service training in your strategic plans<br>• Ensuring training is rolled out across your agency and reporting completion to the Governor's Office of Customer Service<br>• Role modeling exceptional customer service to reinforce the message that the training delivers |

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| <br>**Slide 29** | <br> |
| **1:00 min.** | To incorporate customer service training in our agency:<br>1. Enroll agency trainers in the Train The Trainer courses (details in the information packet)<br>2. Train Managers and Supervisors first so that they can<br>• Become familiar with the customer service skills their direct reports are learning<br>• Reinforce customer service best practices, and<br>• Support their reports in applying those practices back on the job.<br>3. Train frontline staff<br><br>The course can be delivered as five individual 1/2 day modules or taught consecutively as a 2&1/2 day course or any combination of these to suit work schedules.<br><br>A Computer Based Training version will be available 4th quarter of FY2008 for employees whose location or situation prevents them from attending a live class.<br><br>The investment in the time participants are in the course includes many opportunities for practice and reinforcement of the core concepts. This means that employees will be ready to use their new skills on the job right away. |

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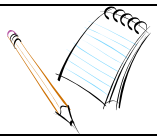
| <br>**Slide 30** | |
| <br>**:30 Sec.** | To supplement our agency training efforts the state personnel administration is offering open courses at a cost of $10 per student for materials and handling.<br><br>Agencies can also arrange for SPA facilitators to teach dedicated courses. SPA will tailor course examples for our agency if we contract for dedicated courses.<br><br>*Costs vary depending on arrangements so please contact SPA for details.* |
|  | **Information Sheet:**<br>• Hand out or refer participants to the AECS information sheet [identify] |

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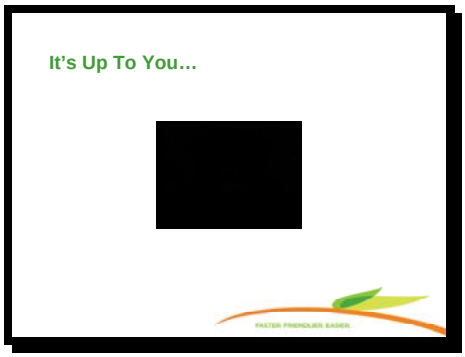
| <br>**Slide 31** |  |
| **:15 Sec.** | This final video clip from the course has some encouragement from another Georgia citizen who you may recognize. |
| **2:00 min.** | **Video: FOXWORTHY.wmv**<br><br>*Click on video box to start video* |

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| <br>**Slide 32** | <br><br>*Insert agency contact information in this slide prior to presenting!* |
| **:15 Sec.** | For additional information please contact our agency Customer Service Champion or agency training coordinator for the Art of Exceptional Customer Service. |
| <br>**Slide 33** | <br> |
| **:15 Sec.** | For general information on the statewide customer service training initiative, enrolling someone in train the trainer or open courses you can also contact the people listed here. |

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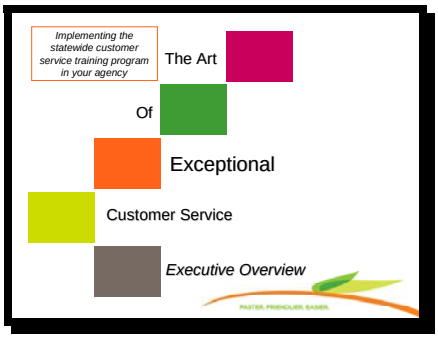
| <br>**Slide 34** |  |
| ? | **Questions:** *Take questions from the audience and thank them for attending the overview session.* |