



South Carolina Association of Counties

K. G. "Rusty" Smith, Jr., President
Florence County

Michael B. Cone
Executive Director

UPCOMING TELECONFERENCE

To: Chief Administrative Officers, HR/Personnel
Directors and Teleconference Contacts

From: SCAC Staff

Date: July 28, 2008

Subject: A Live Teleconference –
Customer Service – A Step Above
Thursday, September 4th, 9:00 a.m. – Noon



What do your customers say about the service they receive? Each time a customer walks into your organization the opportunity is there to create a good or bad impression just by the actions of one person. This teleconference will address the critical need for local government to have top notch customer service/relations and how to obtain it.

SCAC and the SCETV Public Services Network have asked Linda Sloan of Taylor and Associates to be the featured speaker of our second of three live, interactive 2008 teleconferences on Thursday, September 4th, from 9:00 a.m. – Noon.

This FREE teleconference is open to ALL county officials and employees including department heads, supervisors, and line employees. We encourage you to bring this teleconference to the attention of all appropriate staff.

The broadcast from SC ETV studios in Columbia will be available at satellite sites in each county (http://www.sctv.org/education/nts/etv_downlink_sites.cfm). The satellite coordinate and call-in telephone number will be provided at a later date. **If you would like participants from your county to be part of the studio audience, please note your interest on the enclosed form.**

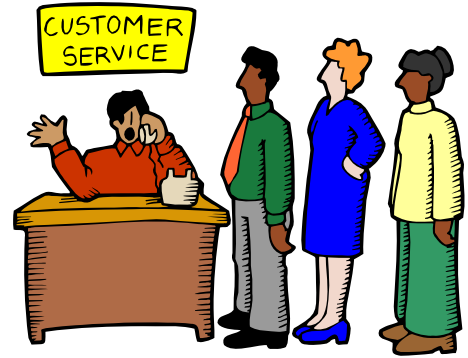
If you plan to participate, please complete the enclosed form and return it as soon as possible, but no later than August 28th. Further details will be sent to counties that have indicated they will be participating. This teleconference is an excellent opportunity to provide training to your county employees at no cost to you, and we encourage all counties to take advantage of it.

CUSTOMER SERVICE – A STEP ABOVE

Ms. Linda Sloan of Taylor and Associates will address the critical need for local government to foster productive customer relations. Through examples and interactive discussion during this teleconference, Ms. Sloan will illustrate how to practice and provide excellent customer service.

Topics to be discussed include:

- **Establishing confidence and rapport with a customer**
- **Steps to becoming an effective and empathetic listener**
- **Controlling tone of voice and body language**
- **What and what not to say to a customer**
- **Handling complaints and unsure/angry customers**
- **Keeping your cool on the outside without killing your insides**



When: Thursday, September 4, 2008
From 9:00a.m. – Noon

Speaker: Linda Sloan of Taylor and Associates

Who: ALL county officials and employees including department heads, supervisors, and line employees.

Where: Please review the attached listing of potential SC ETV downlink sites.

TO PARTICIPATE IN THE TELECONFERENCE, YOU SHOULD:

- **Identify a "Coordinator" to be the official contact for the county.** He/she will arrange all of the logistics prior to the teleconference and be on-site the day of the event.
- **Contact the nearest satellite viewing site** and arrange equipment, seating, phone access, VCR (to tape for later broadcast), etc.
- **Mail an interoffice memo** to all Department Directors from the Administrator encouraging participation.
- **Complete the attached form** to report the number of employees who will participate from your county and FAX it back to Lisa Maseng at 803-252-0379.
- **Arrive at the satellite viewing site by 8:30 a.m.** and confirm that all equipment is working properly and that the phone is operating.
- **Identify a "Facilitator"** and encourage viewers to call in with questions and comments.
- **RELAX** and enjoy!

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