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## Customer Service Excellence: The Art of Working with People

### SCAC Webcast

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SCAC will offer **CUSTOMER SERVICE EXCELLENCE: THE ART OF WORKING WITH PEOPLE** as part of the continuing education program for county employees. This program will focus on specific skills that enable participants to deal more effectively with the public in a courteous and professional way, fine-tune their communication skills, and enhance the county's image. The course will be taught by Merry Taylor with Taylor and Associates. During the webcast, participants will be encouraged to participate by sending in questions for the instructor.

As a result of participating in this program, participants will be able to:

- Establish rapport with external and internal customers
- Gain customer confidence
- Provide personalized, quality service over the telephone
- Avoid common communication mistakes that provoke defensiveness
- Anticipate and prevent problems
- Keep composure and stay in control of emotions
- Project a professional image to the public



**WHEN:** Thursday, May 31, 2012, 9:00 a.m.–12:00 p.m.

**WHO:** Open to all county employees

**WHERE:** This webcast can be viewed in any training room where there is access to the internet through a laptop connected to an LCD projector.

**INSTRUCTOR:** Merry Taylor, Owner  
Taylor and Associates

<b>TO PARTICIPATE IN THIS WEBCAST, YOU SHOULD:</b>
✓ Identify a "Coordinator" to be the official contact for the county. He/she will arrange all of the logistics (including equipment and seating) prior to the webcast and be on-site the day of the webcast.
✓ Send an interoffice memo to all affected employees to inform them of the webcast and to encourage participation.
✓ Register on-line on the SCAC website at <a href="http://www.sccounties.org">http://www.sccounties.org</a> or by completing the enclosed form and faxing it to 1-803-252-0379.
✓ Arrive at your viewing site early to confirm that all equipment is working properly.
✓ <b>RELAX</b> and enjoy!