



## **UNIX Trainers & Consultants**

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## **Customer Service & Public Relations in the Public Sector**

### **Introduction:**

Given that good customer service is vital for every business, department, and institution. So is for public relations! Customer service has always had a part in public relations. Customer service and public relations go hand in hand. Every touchpoint of customers can either build loyalty or create dissatisfaction for customers.

### **Course Objectives:**

At the end of this course, the participants will be able to:

- Build lasting and meaningful relationships with their customers
- Use powerful behavioural tools to ensure they secure and maintain a competitive edge within any marketplace
- Gain a greater understanding of their customer's needs and how to satisfy them
- Explore the basics of Neuro-Linguistic Programming (NLP) and Emotional intelligence and discover how they can help them to improve their customer services management
- Understand how media channels can be used successfully to develop and enhance relationships
- Understand the process of decision-making based on learning from neuroeconomics
- Develop their ability to draw stakeholder maps and explore and exploit the relationships between stakeholders
- Influence with integrity and effective communication
- Create and adapt crystal-clear models for communication between your organization and its customers
- Plan communications activity to meet stakeholder needs
- Build cooperation and commitment
- Learn how to be an effective user of e-media
- Develop personal communications effectiveness

### **Course Coverage:**

#### **Topic 1: The World of Customer Service Excellence:**

- Customer Service and What it Means

- Identifying excellence in front-line customer services
- What are the services and products that you offer?
- The Role of NLP and Emotional Excellence in customer service
- What do your customers say about you and your organization?
- What do you want your customers to say?
- Myths and Legends of customer service

### **Topic 2: Gaining a Greater Understanding of Your Company:**

- From judgments to behavioural flexibility
- Behavioural traits and how to identify them
- Modifying your behaviour to match others
- Building lasting rapport
- Sharpen your senses to the signals others are sending you
- Connect with colleagues and clients at a level that creates deeper trust and commitment
- Step into another person's shoes to better appreciate their experiences and motivations
- Body language clues that show how others are thinking and responding to you
- Non-verbal clues that show if someone is telling the truth

### **Topic 3: Communication Masterclass:**

- What is crystal clear communication?
- Communication excellence through powerful listening and questioning techniques
- Thinking patterns
- Filters to communication
- Metaphors and Models
- Using perceptual positions to understand your customers' point of view
- Logical levels of change
- Building climates of trust
- Creating well-formed outcomes
- Communication skills exercises

### **Topic 4: Influencing with Integrity:**

- The importance of value sets in the modern-day business
- Influencing the Influencers and high fliers
- The importance of matching others' language patterns
- Mirroring and pacing - what do they mean?
- Internal and external references
- Coaching - a tool for self and others
- Influencing exercises

### **Topic 5: Conflict and Challenge:**

- Assertiveness and what it means
- Dealing with difficult people in an assertive way
- Dealing with difficult customers
- Maintaining high standards of customer service
- Reviewing the service that you offer and reacting accordingly
- Embracing change for the good of all
- Personal planning session - dealing with your customers

## **Topic 6: The 21st Century Communicator:**

- Introduction and welcome
- Goal setting for the program
- The role of Communications PR in the organization
- The range of media and channels
- Neuroeconomics and the behaviour of our stakeholders
- A problem-solving approach
- Personal goal-setting for the program

## **Topic 7: From Theory to Successful Practice:**

- Communications models: implications for practice
- Psychological Themes and Construction in Practice
- The Art of Influence and Persuasion
- Ethics and communications
- Organizational transparency and communications
- Taking and interpreting communication briefs

## **Topic 8: The Medium is The Message:**

- Managing stakeholder relations
- Choosing channels - matching media to tasks and stakeholders
- Writing and editing for print
- Writing for the web
- Organizing face-to-face events

## **Topic 9: Management of Communication:**

- Improving the power of communications in the organization and between the organization and its stakeholders
- Measuring communications effectiveness
- Using Measurement to improve performance
- Crisis communication
- Reputational management

## **Topic 10: Putting it All Together:**

- Planning your career and personal development
- Impacting positively on your managers
- Managing up and increasing your visibility
- Networking and effectiveness
- Team working and your effectiveness
- Time management and work planning

## **Topic 11: Setting The Standards for Customer Service Excellence:**

- The benefits of providing excellent customer service
- Breakout session: How to use customer service to promote customer loyalty
- Case study: The best and worst customer service providers
- The WOW Factor: Going the extra mile...and then some!
- The importance of managing internal and external customer expectations
- First impressions: What do your customers see and hear?

- Understanding and working with the four customer styles
- Practical exercise: What is your individual personality type?

### **Topic 12: Communicating the Customer Service Message:**

- How well does your organization communicate the importance of customer service?
- Understanding your customer's nonverbal communication
- Tips for building trust and rapport quickly...face-to-face or on the telephone
- What is your preferred learning style?
- Developing your active listening skills to enhance communications
- Use questioning techniques to identify a customer's expectations and service requirements
- Telephone tips to promote a professional image
- The dos and don'ts of written communication

### **Topic 13: Service Recovery: Handling Complaints and Difficult Customers:**

- The importance of customer complaints and why they should be encouraged
- Six Steps to service recovery
- Case Study: Best Practices of Scandinavian Airlines and The Disney Corporation
- Strategies to help calm upset customers
- Managing emotions during stressful situations
- Empower employees to get the job done
- Breakout session: Step-by-step process for handling a customer complaint
- Dealing with upset customers

### **Topic 14: Principles of Persuasion:**

- Requesting feedback from customers and colleagues
- The art of giving and receiving feedback
- Case study: Best practices - Xerox's Five Pillars of Customer-focused Strategy
- Negotiating mutually beneficial outcomes
- Words and tones to avoid
- The RATER Model: Five Dimensions of customer service excellence
- Best practices for call handling, documentation and quality assurance
- Measuring and monitoring customer satisfaction

### **Topic 15: Getting the Right Customer Service Attitude:**

- The importance of attitude and teamwork
- Focusing on continuous improvement
- Stress management tips to increase productivity
- Practical exercise: What are your biggest "timewasters" that block productivity?
- The customer service mission and vision
- Setting personal and professional goals
- Practical exercise: What is your Action Plan?

### **Targeted Participants:**

Anyone who provides Services, Products, or information to Internal or External Customers including personnel from:

- Customer Service
- Sales Professionals
- Field Services Representatives
- Receptionists
- Front-Line Staff
- Communication Specialists
- Public Relations Personnel
- Also, anyone who will ever need to influence others, either socially or commercially and managers who want to add high-level communications and influencing skills to their portfolios