

PROFESSIONAL LEARNING WORKSHOPS

Turn everyday school interactions into exceptional experiences with our catalogue of guided and peer-to-peer customer service training workshops.

KEY FEATURES AND BENEFITS



Guided and peer-to-peer learning

Led by former school administrators and education researchers, our face-to-face workshops are designed to help you solve specific challenges.



Custom materials and resources

Participants receive custom workbooks, presentation slides, and other custom leave-behinds to extend the benefits of learning beyond each workshop.



Certificates and follow up

All participants receive certificates of completion to satisfy training requirements. Feedback forms and follow-up surveys promote continuous improvement.

CUSTOMER SERVICE WORKSHOPS

Designed by educators for education professionals, our participants consistently rate K12 *Insight* customer service courses among the best they have taken.

“I want to take this opportunity to thank you for the amazing job, training more than 1,000 AISD employees in four days! We have had such positive feedback! Some staff are saying that it was the best professional development they have received while at AISD.”

Beverly E. Reeves

Customer Service Supervisor, Austin ISD

For a full list of available workshops, see pages 10-11.

PD + Training



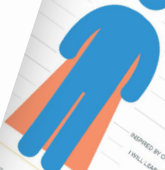
Participate in engaging, guided and peer-to-peer customer service workshops.



BY WE'RE HERE AND
T WE'LL ACCOMPLISH

Service-driven
Establish a customer service mindset
Understanding
the customer journey
Empower, pattern, and professional
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SERVICE-DRIVEN
ESTABLISH A CUSTOMER SERVICE MINDSET.
YOUR HEAD IN THE GAME



Get on-site training and custom workshop materials to help teachers and staff master the art of creating positive customer experiences.

FULL LIST OF AVAILABLE WORKSHOPS

WORKSHOP	COURSE OVERVIEW
101 Creating An Exceptional Customer Experience <p>What is good customer service? How can it go from good to exceptional? Participants will explore what exceptional service looks like, practice the necessary skills to deliver exceptional service, and prepare to lead as a customer service hero.</p> <p>Length: 1 hour and 45 minutes</p>	<ul style="list-style-type: none"> • Why school customer service is different from other forms of customer service • How to take your school's customer service from good to exceptional • How to identify "pitfalls" of bad customer service • A better way to engage difficult customer conversations • How to create a customer-first mindset across your entire district
102 Establish a customer-service mindset <p>Combining the concepts of superhero service with the complexity of team dynamics, this session provides both leaders and team members the time to develop a process that will help your organizations establish successful, collaborative, and high performing team-based customer service culture.</p> <p>Length: 2 hours and 30 minutes</p>	<ul style="list-style-type: none"> • Refine your Customer Vision and define what exceptional service looks like. • Identify the journey of your customer and where the journey could be improved. • Create norms and standards that enable you to consistently deliver SUPER experiences. • Identify data that will inform progress on standards
103 Understand the customer journey <p>This customer service workshop focuses on the basics of professional communication in a customer-facing environment and address essentials for appearing professional, interacting with customers, managing conflict, and preparing for another day on the front line.</p> <p>Length: 90 minutes</p>	<ul style="list-style-type: none"> • Review communication skills all school customer service providers should master • Offer ample opportunity to practice skills • Suggest language for various interactions
104 Create the environment <p>This interactive workshop teaches participants how to build rapport, listen to customers, choose words that say "professional, polished, and in control," and manage daily stress</p> <p>Length: 90 minutes</p>	<ul style="list-style-type: none"> • Rapport-building process • Why do customers get upset • Provide tools and language for interacting with upset customers • Improve listening skills • Provide suggestion for managing service stress

WORKSHOP

COURSE OVERVIEW

105

Deliver on your promises

This interactive workshop explores the ins and outs of customer relationship process. During this session, we will examine goals, touchpoints, messaging methods for being systematic without being scripted, documentation strategies, and best practices for staying connected with customers.

Length: 1 hour and 45 minutes

- Value of the customer relationship
- Building trust, identifying messages and choosing language that reinforces your brand.
- Keeping track of interactions and managing documentation.
- Identify and Help Meet the Customer's Needs

106

Assess your success

Mystery solved....this workshop is designed to help learners understand the skills and responsibilities involved in secret shopping and its importance for helping your school district achieve their customer service goals. Turn observations into an always-on Customer Service Comment Card Survey that is provided to all users for ongoing feedback.

Length: 2 hours and 30 minutes

- Evaluate the uniformity and effectiveness of service provided across schools and among different staff.
- Identify opportunities to improve accessibility and efficiency of communications and service
- Recommend improvements within the organization
- Recognize and reward staff

201

Managing and Motivating a Customer Service Driven Team: Developing Service Heroes

School leadership provides empowerment so that frontline customer service employees can make the pro-customer decisions needed to provide great service in unexpected circumstances. This workshop examines steps exceptional leaders take to build a strong culture, drive staff performance in the commitment to workplace safety, and improve overall customer experience.

Length: 90 minutes

- Know Yourself - Understand your management style, strengths, and areas of growth
- Know Your Team - Understand and embrace your Team's role in customer service
- Know Where You Want to Go - Draft team goals that support service
- Know How to Drive Performance - Coach for success and celebrate progress