



Customer Care in the Public Sector

A Specialized Customer Service Training Program for Dallas County Employees

Customer Care in the Public Sector was designed to address the challenges encountered when serving customers in the public sector; challenges that can be quite different from typical business or commercial “Customer Service” interactions.

The program includes four interactive modules that address real issues and demands faced by public sector service providers and the attitudes and skills required to meet the unique needs and expectations of their public sector customers. *The four modules are designed to be attended in sequence.*

Module One – A Renewed Awareness

Shift your perspective from Customer SERVICE to Customer CARE. Learn to care for yourself as you care for your customers.

Module Two – Managing Emotions: Making Constructive Behavioral Choices for Self and Customers

Acquire techniques and tools to manage emotions – yours and theirs - so customer issues can be more easily and effectively resolved. *Prerequisite: Module One*

Module Three – Managing Customer Transactions: Listening and Reaching Shared Understanding

Enhance your ability to listen to customers proactively, show care and concern for their situation, and reach shared understanding with them. *Prerequisites: Modules One and Two*

Module Four – Managing Customer Conversations: Professional Communication and Telephone Protocol

Enhance the quality and consistency of your communication and use of professional protocol during face to face and telephone conversations. *Prerequisites: Modules One, Two, and Three*