



MiraCosta College Customer Service Training

The Customer Service Academy consists of fee for service, skills-based training offered by Community Services and Business Development at MiraCosta College. The training consists of three 9-hour series that can be customized to meet the specific needs of your business. Some of the participant outcomes for each series are described below. We will be happy to assist you in selecting the series that best meets the training needs of your business.

SUPERIOR SERVICE SERIES

(9 Hours of Training)

The Superior Service Series focuses on skills to help new and experienced service providers meet customer expectations and deliver service with excellence. Topics in this series include:

Customer Appreciation

Participants will:

- Identify external and internal customers
- Learn methods to increase customer satisfaction
- Discuss the importance of customer retention

Mastering Communication

Participants will:

- Discuss the impact of verbal, non-verbal and written communication
- Learn common barriers to effective communication
- Identify and practice effective listening skills

Dealing with Difficult People

Participants will:

- Identify common conflicts in the workplace
- Learn several approaches to handling conflict
- Practice techniques to diffuse difficult situations

TEAM WORK SERIES

(9 Hours of Training)

The Team Work Series focuses on strategies that will help participants maximize their effectiveness with both internal and external customers. Topics in this series include:

The Right Attitude

Participants will:

- Identify common causes and impact of negative attitudes in the workplace
- Identify methods to convert negative attitudes into positive attitudes
- Practice way to demonstrate a positive attitude in the workplace

Team Building

Participants will:

- Learn the positive impact of a team approach to customer service
- Demonstrate techniques for working together
- Explore how a team approach may work in their company/organization

Managing Change:

Participants will:

- Identify common changes within their company
- Understand how change impacts the workplace
- Learn techniques for accepting change and helping co-workers accept change

PERSONAL BEST SERIES

(9 Hours of Training)

The Personal Best Series focuses on skills and strategies that will help participants bring their best self to the customer service experience. Topics in this series include:

Decision Making and Problem Solving

Participants will:

- Identify routine situations in the workplace for decision making and problem solving
- Learn to apply 4 steps to effective decision making
- Explore resistance and barriers to making decisions and solving problems

Business Ethics

Participants will:

- Discuss ethical behavior at home and at work
- Learn the impact of unethical behavior in the workplace
- Evaluate examples that demonstrate ethical behavior in the workplace

Time and Stress Management

Participants will:

- Explore techniques to measure and improve time efficiency
- Examine how time management can impact personal stress
- Learn and practice stress management techniques

