

# Save the Date!

Wednesday, April 25, 2012

9:00 a.m. - 3:30 p.m.

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## MEUW Management Certification Program

### Session F:

# *Customer Service & Public Relations*

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**Location:**

Glacier Canyon Lodge in Wisconsin Dells

**Presented by:**

Kurt Hendrickson, Customer Relations, ATC  
Scott Meske, Associate Director, MEUW

**Topics to Include:**

- Customer service is every employee's job
- Knowing your customer (internal and external)
- Customer service is more than providing a service - it's providing a quality of life
- Value added services for your customers
- Dealing with difficult customers and difficult situations
- How to deal with a customer when it really is your fault
- How to deal with a customer when it really is their fault
- Inspiring a customer-oriented attitude in all your employees
- Developing community partnerships
- Public relations - dealing with the media and other interests
- Improving and maintaining utility relations with the City or Village leadership
- Political involvement - local, state and national



Kurt Hendrickson



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**Watch for more information and registration materials in mid March!**