



# Customer Service & Public Relations

Two **Virtual Training** Sessions – Oct. 14 and Oct. 28

Session F

**MEUW**  
Management  
Training  
Program

*This course will explore the importance of providing exceptional customer service and how that influences public perceptions of your utility. The forces driving customer satisfaction are much more complicated than they appear. It's tempting to assume that if they are customers and don't have problems, they are satisfied. Wrong! Satisfaction takes more than that. To fully "satisfy" a customer you must have strategies to meet common "expectations." Participants will gain understanding of new strategies by which to measure customer satisfaction in every interaction.*

## Key concepts to be explored:

### Responsiveness

- Customers want it ... you create it!
- Customer Service is everybody's job
- Know your Customers – internal and external

### Flexibility

- Your organizational bottlenecks will be revealed!
- Anticipate all your customer's needs
- Dealing with difficult customers

### Speed

- Faster is better, almost always!
- Faster is usually better – except when it's not
- Speed is in the mind – you create expectations

### Dependability

- It's about quality of service
- Developing your public face
- Failures when we are at fault

### Customization

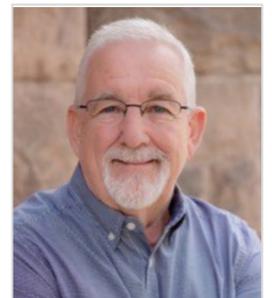
- The reason why customers really buy
- Value added is the key
- How to create a "feel good" sense in every interaction

### Empowerment

- To get it done right the first time
- Creating the customer-oriented environment
- Maintaining community relationships

## About the instructor

**Bob Pecor** is an adjunct faculty member of the University of Wisconsin-Eau Claire Supervisory Management Program, and conducts workshops and individual consulting through the Small Business Development Centers at UW-Eau Claire, UW-Stevens Point, UW-La Crosse, UW-Madison and UW-Green Bay. Bob has pursued a life-long interest in "why people do what they do" and coaches people both one-on-one and in small groups on leadership, customer service and sales. Bob has traveled to 35 states and four foreign countries conducting workshops to groups as small as four and as large as 1,500.



## Program details

- Training will be conducted in two three-hour Zoom conference sessions
- Attendance is required at both sessions to receive credit for participating
- Each session begins at 8:30 a.m.
- Participants will receive log-in instructions upon registration

Register online at [meuw.org](http://meuw.org)

Deadline: October 12, 2020

**\$175** for MEUW members

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