



Customer Service & Public Relations

October 19, 2022 • *Glacier Canyon Lodge – Wisconsin Dells*

Session F



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.

Location **Glacier Canyon Lodge Conference Center**
45 Hillman Road
Wisconsin Dells
Phone: (608) 254-1020

A room block has been reserved for the seminar. To reserve a room with the rate of \$109/single. Please reference the MEUW Training Program (#851577) and reserve no later than Sept. 15.

- Program Schedule**
- Registration and continental breakfast at 8:30 a.m.
 - Training begins at 9 a.m. and concludes by 3:30 p.m.
 - Lunch and afternoon refreshments are provided

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

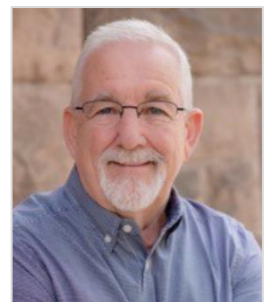
- The reason why customers really buy
- Value added is the key
- How to create a "feel good" sense in every interaction

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.



Register online at meuw.org

\$295 for MEUW members

Register by Oct. 17; cancellations are subject to MEUW Policy.



Municipal Electric Utilities of Wisconsin