Campus Front Line Staff Training: Create Positive Outcomes & Interactions and a Culture of Excellent Customer Service

Students, staff and parents can be demanding at times and expect you and your staff to respond quickly and accurately.

Each day brings a new range of personalities, situations and demands encountered over the phone, email and walking through the office door.

Position your staff to feel successful and efficient in responding to the needs of their daily customer interactions. Equip them with tools they need to deliver exceptional service to all who call, email or hover over their front desks.

Ensure your customers – students, staff, parents, alumni – depart every experience they have with your office feeling valued and served.

Gather your staff and colleagues and join us on June 20, 2017 and in just 90 minutes, you’ll examine real-life situations with disruptive people and identify realistic alternatives that can improve outcomes and interactions and retain your frontline employees.

Topics Covered:
As a result of this webinar, you will be able to:

- Integrate higher education and best corporate practices to improve and adapt procedures, training and policies to create positive customer service experiences.
- Identify the key customers/guests for your department and their unique needs to improve your daily departmental functions.
- Recognize typical disruptive behaviors and develop key strategies to address situations in a proactive, positive and safe manner.
- Develop ongoing frontline staff trainings to continually improve service and overall operations.
- Utilize customer service models created to improve interaction with a difficult guest and help your front line staff defuse the situation quickly and effectively to avoid further frustration.

Presenter:
Cassie Petit is currently the Learning and Development Manager for Northern Arizona University located in Flagstaff, Arizona. As the Learning and Development Manager, Petit focuses on providing professional development opportunities across campus. She launched the NAU Supervisors Academy, a series of classes that provide valuable and necessary tools such as building trust, accountability, coaching and emotional intelligence for supervisors to be more successful. Prior to join NAU and the higher education field, Cassie spent the first 8 years of her career in the hospitality field. She held a variety of positions at both Boyd Gaming and MGM Resorts International in Las Vegas, Nevada. The last role she held before joining NAU was a dual-role for both the Excalibur and Luxor Resorts as the Director of Guest Experience. She received her bachelor degree in Communication studies from the University of Iowa and is currently working on her master’s degree in Human Relations at Northern Arizona University.

Limited seats available. Open to all WMU employees.
To register: provost-support@wmich.edu

www.wmich.edu/provost/create-positive-outcomes-interactions-culture-excellent-customer-service