

# CUSTOMER EXPERIENCE TRAINING FOR THE PUBLIC SECTOR ▶▶▶▶▶▶▶▶

## MANAGING THE PLASTICITY OF YOUR SERVICE DELIVERY



Your customers continually form perceptions of your services. The key is to make as many positive perceptions as possible through positive customer experiences. Often you can't control the outcome for the customer but you can control the experience the customer receives.

This training program was designed specifically for the public service. The public service can be seen as a double-edged sword. Everybody likes legislation when they benefit (like a tax concession) but they don't like legislative outcomes that negatively affect them. This course will help your people to deliver more positive experiences for your customers (regardless of the outcome).

### KEY LEARNING OUTCOMES

**At the conclusion of this course, participants will be able to:**

- Critique case studies in setting customer experiences in the public sector.
- Use dramaturgy techniques to stage better customer experiences.
- Blueprint your existing customer's experience.
- Practice communicating with detached empathy.
- Shift from customer service to customer experience.
- Profile different behavioural styles.
- Look at your services through the eyes of a person with disabilities.
- Reframe customer complaints.
- Remove words that add to your customer's frustration.
- Conduct an appreciative inquiry to compose the ideal service delivery.
- Tangibilise the customer experience with positive cues.
- Identify and remove intangible cues that create negative customer experiences.
- Empower staff to fix problems seamlessly.
- Set action plans to improve the customer experience.

### Would you like to attend this program?

For maximum effectiveness, this program is best conducted as an in-house program.

**Timeframe:** This course can be modified to fit with your timeframe.

**Venue:** For your convenience, you can choose to conduct this program at your workplace. Alternatively, we can provide a training venue at a small additional cost.

**Target Audience:** Public Sector Staff and Management

**Cost:** Price on request.

**If you would like an obligation free quote, please contact:** Preferred Training Networks on 1300 323 752

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or visit our website today: [www.preftrain.com](http://www.preftrain.com)



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