

Customer Service Training Equals Retention

Your workers are the most important people in your organization. Without qualified and well-trained workers committed to strong customer service, all of your efforts to please customers will be fruitless.

Customer service training has become a popular way for service organizations to provide workers with the information they need to meet customer needs. It should not, however, be considered a one-time or annual event. Customer service training is an ongoing process that needs to be incorporated into the organization's culture and way of doing business.

Who Needs Training?

Certainly the workers who have direct contact with customers are obvious candidates for customer service training. But your front-line people aren't the only workers who need to be trained. All people in your organization should be familiar with your customer service philosophy and should understand how their positions – regardless of how far removed from the actual customer – have an impact on service.



What is Good Customer Service Training?

Good customer service training is based on the needs of your organization as well as the skill level of your workers. Before implementing a program or training event, you should evaluate the current skill levels, strengths and weaknesses of your staff. Training should address workers' individual needs and abilities. To be effective, customer service training should provide specific information about the following:

- Customer service philosophy based on your company's unique organizational objectives.
- Service delivery expectations and policy guidelines.
- Disaster recovery plan.

First Sun organizational consultants are available to assist with this and other subjects that could affect your workplace. Just give us a call, toll free at **800-968-8143** or in Greater Columbia at **803-376-2668**.

For more information on this and other topics, please see our website at: www.firstsuneap.com