

Cooperative Career Essentials Program

January 16, 2024 | Holiday Inn South, Eau Claire

INSTRUCTOR

Sam Thompson

PROGRAM

Registration: 8:30 a.m.

Program: 9 a.m.–4 p.m.

REGISTRATION

Co-ops participating in the pre-payment plan: 1¾ Skill Builder Credits per participant

Register online at:

http://www.weca.coop/calendar_list.asp

REGISTRATION DEADLINE

Friday, December 22

PROGRAM LOCATION

Holiday Inn South

4751 Owen Ayres

Eau Claire, Wisconsin

Phone: (715) 830-9889

ROOM BLOCK

Room Block Name: WECA or Wisconsin Electric Cooperative Association

Room Block Rate: \$125.95+tax/night

Room Block Deadline: Friday, December 15

Rooms may be available under the room block after the cut-off date only if the hotel has rooms available.

FOR MORE INFORMATION

Contact Wendy Fassbind at (608) 467-4589 or (608) 577-8729 (cell) or wendy@weca.coop



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Customer Service Essentials

NRECA Course 5301.1

1¾ WECA Skill Builder Credits

Excellent customer service is at the heart of the cooperative business. How an individual responds to a high-bill complaint, power outage, or rate increase can make the difference between a happy, loyal, and engaged member and one that is unsatisfied and discontent.

In this course, you will gain foundational knowledge, leverage proven techniques, and apply best practices that will help you increase consistency and professionalism needed to create positive impressions with every member interaction. With Customer Service Essentials you will learn how to communicate with members in a relatable, authentic, and professional way—in person, over the phone, and via email.

LEARNING OBJECTIVES

- Be aware of specific standards that are expected within each and every phone call, email communication and customer interaction, and how to achieve that standard.
- Learn how to productively resolve conflict using words and phrases that produce positivity and promote progress.
- Learn techniques to develop customer rapport and conversation control from the beginning.
- Guide a phone conversation or email communication from the start and stay in control, while ensuring that the customer's needs are not only met but exceeded.
- Learn purposeful use of communication tools: word choice, voice tone, body language, and proper email etiquette.
- Deliver a difficult message and move conversations forward productively while keeping the customer's receptivity and engagement intact.

KEY TOPICS

- Handling difficult customers
- Customer etiquette
- Positive communication
- Personal responsibility/ownership mentality

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