

## Green Peg Certified Customer Service Manager

Regardless of how you define your customers, let Green Peg show you how to turn every customer contact into a lasting positive impression. This engaging and highly interactive two-day training workshop leverages 20 years of management consulting and training experience.

### Course Overview

This workshop will give managers, directors and staff members preparing for management the strategic, operational and leadership skills necessary to run an effective service organization.

### Who Should Attend

Support Centers \* Call Centers  
Help Desks \* Service Centers

Customer Service \* Information Technology  
Human Resources \* Sales \* Development  
Engineering \* Operations \* Facilities

### Course Outline

Module 1: It Starts With Your Staff  
Behavioral Interviewing  
Motivation vs. Skills  
80/20 Rule on Training  
Incentives and Reviews

Module 2: Management Style  
Leadership  
Service Strategy  
Changing the Culture

Module 3: Metrics  
Key Performance Indicators  
Cost of Escalation  
Setting Targets

Module 4: Customer Feedback  
Customer Surveys  
Impact on Standard Operating Procedures  
Reverse Engineering

Module 5: Influencing the Organization  
Marketing Your Services  
Rolling Out New Services  
Return on Investment

Module 6: Become a Service Leader  
*Super Service Principles™*  
Case Studies of Service Leaders  
Keeping Abreast of Emerging Trends

### Certification

The certification process is included in the price of the course.  
Additional details for getting certified will be provided during the course.



### Course Price

\$1495 per person

All major credit cards accepted.

Price includes certification, continental breakfast and afternoon snacks.

### How to Register

(650) 245-0181

[info@greenpeg.com](mailto:info@greenpeg.com)

### Location

San Francisco Bay Area

Attendees will be notified of the exact location 2 weeks before the event.