



REGIONAL
GOVERNMENT
SERVICES

SERVING PUBLIC AGENCIES SINCE 2002

CUSTOMER RELATIONS TRAINING

RICH OPPENHEIM
ROPENHEIM@RGS.CA.GOV
650.587.7313



As part of its One Stop Staff Development program, Regional Government Services offers key topic trainings for local government agency staff. One of our most frequently requested live trainings is Customer Relations. Public agency employees face unique challenges in dealing with their customers. They must help the public and other department staff understand and navigate regulations and requirements that are often complex and unpopular. They must deal respectfully and adroitly with expectations by tax payers, residents and businesses. They report feeling caught between a public upset with government in general and the layered systems that affect all stakeholders.

This half or full-day course builds skill in interacting effectively with customers in local agency settings. It also provides a much-needed chance for staff to reflect on their own assets and experience, identify their needs and plan with their colleagues strategies and workflows that will reduce their customers' and their own frustrations.

This course includes:

- **Self assessment of how well staff are addressing the ladder of customer needs.**
- **Inquiry into exemplary personal customer interactions and successfully “rescued” situations.**
- **A working set of functional success factors to call upon when needed with customers.**
- **Instructional videos, role practice and problem solving discussions on handling difficult customer scenarios that arise.**
- **Tools for reducing tension by quickly identifying and matching a customer’s communication style.**
- **Personal and team-developed agreements and action plans to support one another and make needed improvements.**
- **RGS instructors with extensive experience in local government will work with your managers to deliver a learning experience that revitalizes your customer “first responders” so they can reflect the best of your agency.**