



The Merced College Customer Service Academy is excited to offer you professional development training. Our cutting edge training is designed to empower you with the skills needed to effectively work with customers and co-workers. Thousands of employees have participated in this NATIONAL AWARD WINNING PROGRAM. Classes are starting soon. Don't miss out on this great opportunity. Step up to the challenge of a better way of working and step into a Customer Service Academy class TODAY!

*Welcome*

# Merced College

## Greater Merced Chamber of Commerce

### CUSTOMER SERVICE ACADEMY 2012 SCHEDULE

Course #	Course Title	Dates
MGMT 50D	<b>Communication in the Workplace</b>	January 19 & 26
MGMT 50H	<b>Customer Service</b>	February 16 & 23
MGMT 50F	<b>Team Building</b>	March 22 & 29
MGMT 50I	<b>Attitude in the Workplace</b>	April 19 & 26
MGMT 50B	<b>Values &amp; Ethics</b>	May 17 & 24
MGMT 51G	<b>Stress Management</b>	June 21 & 28
MGMT 50C	<b>Time Management</b>	July 19 & 26
MGMT 51F	<b>Conflict Resolution</b>	August 23 & 30
MGMT 50G	<b>Decision Making and Problem Solving</b>	September 20 & 27
MGMT 52D	<b>Managing Organizational Change</b>	October 18 & 25

*Each course is just \$18<sup>00</sup> and earns ½ unit of college credit.*

*Participant may register the first day of class.*

***Please Call 209.386.6733 to Reserve Your Seat!***

All classes are held at the  
**Merced College Business Resource Center**  
 630 West 19th Street, Merced  
 8:30 AM to 12:30 PM  
 Classes meet the last 2 Thursdays of each month.

For more information regarding  
 the Customer Service Academy, contact the  
 Workplace Learning Resource Center  
 209.386.6733 or visit our website at  
[www.customerserviceacademy.org](http://www.customerserviceacademy.org)



**ECONOMIC &  
 WORKFORCE  
 DEVELOPMENT**  
 through the  
 CALIFORNIA  
 COMMUNITY  
 COLLEGES



*Complete all ten modules and receive a certificate from Merced College in addition to 5 units of credit!!!*

## Communication in the Workplace

Communication is a key to customer service success. To best serve both our internal and external customers, we must understand what they want, when they want it, why they want it and what their expectations are. How can we figure all of this out if we aren't good listeners and communicators? This course covers verbal and nonverbal communication as well as superior listening skills. Participants will have the opportunity to practice techniques.

## Customer Service

Explore key skills and attitudes necessary to effectively meet the customer's needs. Participants will be introduced to concepts and appropriate techniques for dealing with internal and external customers, enhancing customer satisfaction and insuring positive communication.

## Team Building

If we don't have it together with our internal customers, that often translates into poor customer service for our external customers. Working as a team can increase productivity, enhance project management, reduce business conflicts and create superior customer service. Learn the "styles" of your co-workers so you can work together better.

## Attitude in the Workplace

Having the right attitude has a positive impact on the workplace and our interactions with our customers. Explore how attitudes at work positively and negatively affect customer service, the organization's image, productivity, and employee retention. The best selling training video "FISH" will be featured.

## Values and Ethics

Ethical behavior affects what happens in the workplace. This course provides the opportunity to evaluate ethical behavior and what's appropriate and what's not. A 3-step checklist is introduced to help participants in recognizing ethical behavior.

## Stress Management

Did you know 1 million Americans call in sick every day because of stress related reasons? This costs organizations money, especially in lowered productivity. This course defines what stress is and how it affects both our employees and the workplace. Causes of stress are identified and dozens of stress management tips and techniques are delivered and practiced.

## Time Management

The workplace demands efficiency and productivity. The way we manage our time has an impact on our ability to get things done. Explore time management techniques at work that will help you stay in balance and be more effective in the workplace.

## Conflict Resolution

Conflict gets in the way of good business. Explore the causes and impact conflict can have on customer service. Learn strategies and techniques for resolving tough issues and how to turn a difficult customer into a loyal one.

## Decision Making and Problem Solving

Many of us face a constant barrage of workplace decisions and problems to be solved. Regardless of our job responsibilities in the company, we are responsible for smart choices. Learn decision making styles, processes and techniques and when they should be applied. Learn how to be a creative problem solver.

## Managing Organizational Change

We face constant change in the workplace. Explore our natural tendencies and the tendencies of our customers to resist change. Learn skills to adapt and accept change.





*A list of businesses and organizations who have utilized the Customer Service Academy to provide training for their employees:*

### Local Organizations Served by the Customer Service Academy

• UC Merced	• Greater Merced Chamber of Commerce	• Atwater Chamber of Commerce
• Quad/Graphics	• Werner Ladders	• Kirby Manufacturing
• Mercy Medical Center Merced	• Leap, Carpenter, Kemps Insurance	• MERCOCU Credit Union
• Merced County Office of Education	• Modern Air Mechanics	• Interwest Insurance
• Merced City School District	• H&R Block	• Merced Mall
• Head Start	• Merced Honda	• Merced Irrigation District
• Delhi Unified School District	• Castle Family Health Center	• Courtesy Chevrolet
• Livingston Union School District	• Dole Fruit	• Sensient Dehydrated Flavors
• Los Banos Chamber of Commerce	• Foster Farms	• Hilmar Cheese Company
	• MercedSchoolEmployeesFederalCreditUnion	

### Statewide Organizations Served by the Customer Service Academy

• San Diego Chargers	• San Diego Zoo & Wild Animal Park	• Kendall Jackson Winery
• Borrego Springs Resort	• Maniott Corporation	• Napa Wine Train
• Home Depot	• Kaiser Permanente	• EDD of San Diego County
• Westfield Mall	• Palm Desert	• Hilton Hotels
• Santa Barbara County WIB	• Kraft Foods Inc.	• Bacara Resort & Spa
• Shasta County Office of Education	• Santa Barbara Zoo	• Aztec Shops at SDSU
• Fresno Unified School District	• Golden Acorn Casino	• San Miguel Fire District
• Goodwill Industries	• California Conservation Corp	• Frances Ford Coppola Presents
• Beringer Wine Group	• Wyn-River Casino	

### Public Sector Participants Served by the Customer Service Academy

• City of Merced	• City of Turlock	• City of Los Banos
• City of Chowchilla	• City of Atwater	• County of Merced
• City of Redondo Beach	• City of Santa Barbara	• City of Clovis
• City of La Mesa	• City of Lancaster	• County of Ventura
• County of Shasta	• County of Tuolumne	• County of Monterey

*“The Customer Service Academy sessions are interactive, energetic, relevant and fun. Our employees consistently demonstrate improved customer service by applying the knowledge and strategies they learn.*

*This program is a key reason that customer satisfaction has improved in our organization!!*

*- Marcee Samberg, RN, MSN, Director of Service Excellence, Mercy Medical Center Merced*