

Michigan Works! Blazing the Customer Service Trail

Fourteen Michigan Works! Team members were recently certified to deliver *Blazing Service™*, a dynamic and interactive training program that is designed to ignite great customer service within business organizations.

Expanding services to business is another step in our efforts to address the human resource challenges of our regional businesses. The International Customer Service Organization cites, “68% of customers stop doing business with a company because of poor customer service; yet, 95% of unsatisfied customers would continue to do business with a company if their problem was solved quickly and satisfactorily.”

Blazing Service™ builds customer service capacity in employees who play a critical role in the organization’s success. It combines blended learning through six modules and offers web-based tools as follow-up to increase the learning retention of those who participate in this unique training.

Training begins with instruction by a certified trainer who facilitates group discussion, practical application, skill practice sessions and experiential exercises. When the face-to-face training is completed, participants are able to access electronic reinforcement tools. In addition, web-based tools are used to demonstrate knowledge of the material learned and the participant’s ability to apply the knowledge to real-life customer service situations. A unique feature allows trainers to measure the impact of the training.

The six modules include *Blazing the Service Path*, *Thinking Like Your Customer*, *Winning Customer Hearts and Minds*, *Solving Customer Problems*, *Handling the Heat* and *Fixing the System*.

For more information on *Blazing Service™*, contact mwjob@jobforce.org.



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