NIGA CUSTOMER SERVICE TRAINING
AGENDA DAY 1

**Date:** Monday, July 8, 2019  
**Time:** 9:00am – 4:00pm  
**Facilitator:** Marcus Diaz

**Day 1**

Day 1 will introduce the various elements and will lay the foundation for the customer service program. It will also introduce the first two elements in the customer service training series: Establishing Service Service Standards and Executing Service Delivery.

### Day 1 Topics

- Introductions
- Gaining a Competitive Advantage With Customer Service
- The 6 Key Elements That Make Up Customer Service
  - Element 1: Establishing Service Standards: The Foundation
  - Element 2: Executing Service Delivery
Day 2

Day 2 will build on the foundation set in day one and will introduce four additional elements. These elements will identify the concept of creating a service experience for your customers in addition to recovering from a service shortfall. It will also introduce the concept of going above and beyond to please your customers and what that may look like in your specific organization. Finally, day two will culminate with one of the most important aspects to customer service: how to measure customer service initiatives and customer service levels.

Day 2 Topics

Recap Day 1

Element 3: Creating the Service Experience for Your Customers

Element 4: Effective Service Recovery

Element 5: Surprise, Delight and Going the Extra Mile

Element 6: Measuring Service
NIGA CUSTOMER SERVICE TRAINING
AGENDA DAY 3

Date: Wednesday, July 10, 2019
Time: 9:00am – 4:00pm
Facilitator: Marcus Diaz

Day 3
Day 3 will begin with a program recap of the previous customer service lessons. It will also introduce the critical concept of a multigenerational customer base and will identify strategies on how to effectively deliver customer service strategies to each generation. Finally, the program will conclude with a complete review and summary of the key elements in addition to individual action planning.

Day 3 Topics

Recap Day 2

Gaining a Competitive Advantage With Customer Service: Review

Effective Service for Multigenerational Customers

Action Planning: Tying It All Together