

Customer Service Learning Pathway Certificate



Service excellence is an unspoken expectation at Montgomery College. Whether serving internal or external customers, exemplary customer service requires knowledge, skill, and patience. The customer service learning pathway is designed to provide you with an awareness of self and others, enabling you to develop skill and tact in interacting with the array and diversity of customers you encounter in carrying out your work daily activities.

The **Customer Service** learning pathway model is a matrix of the classes that together focus on each of four combinations of prevention, intervention, service and excellence in customer service situations.

Learning Pathway classes required to earn a certificate:

Prevention

- Influencing Skills for Win-Win Outcomes
- Working through Difficult Situations¹
- Improving Communication in Cross Cultural Relationships^{1,2}

Service

- Developing a Customer-Focused Environment
- Gaining Customer Loyalty through Service: Putting Your Customers First
- Internal Customer Service

¹ Also fulfills Communication and Conflict Learning Path

Intervention

- Keeping Customers Calm (Verbal De-escalation of Aggressive Customers)
- Working with Angry Customers
- Customer Service Confrontation and Conflict

Excellence

- MC's Culture of Service Excellence
- Extraordinary Customer Service
- Bridging Multiple Languages, Accents, and Tones

² Also fulfills Equity and Inclusion Learning Path

The pathway classes are available to all employees through MC Learns as individual classes as well. If you are interested in achieving the certificate, the table below will help you plan your schedule. Not all classes are offered every year; it is at minimum a two-year plan.

Classes Scheduled for FY16:

Class Name	Class Length	Class Date(s)
Bridging Multiple Languages, Accents, and Tones (2 classes)	½ day	September 16, May 24
Customer Service Confrontation and Conflict	Online	Online
Developing a Customer Focused Environment	½ day	March 1
Extraordinary Customer Service	1 day	April 12
Improving Communication in Cross-Cultural Relationships	Online	Online
Internal Customer Service	Online	Online
MC's Culture of Service Excellence (3 classes)	1 day	October 29, February 25, May 4
Working through Difficult Situations	½ day	December 1

* A learning pathway is a series of identified classes that provides you with an in-depth exploration of a specific topic. When completed, a certificate of learning is awarded, as documentation of your commitment to pursue the study and practice of a specialized area of professional development over multiple years that provide you time to reflect upon the concepts and integrate the skills into your work and personal lives.

Customer Service Learning Pathway Class Overview:

Customer Service Classes	Brief Class Description*
Bridging Multiple Languages, Accents, and Tones	Explore ways to overcome common cultural and language barriers, and discover cross-cultural communication skills and tools that allow you to interact effectively with people of other cultures.
Customer Service Confrontation and Conflict	Explore typical trouble spots in dealing with angry customers, including reasons for customer dissatisfaction and things customer service people should refrain from saying or doing to avoid adding to the customer's frustration.
Developing a Customer-Focused Environment	Discuss strategies, models and solutions to optimize current work practices, resulting in heightened levels of customer satisfaction.
Extraordinary Customer Service	Learn how to identify and integrate customer service success factors into your work routine and strengthen your desire and ability to provide excellent customer service competently and consistently.
Gaining Customer Loyalty through Service: Putting Your Customers First	Explore how to determine, understand, and address customer needs and expectations and learn tools and techniques to convert a satisfied customer to a loyal customer.
Improving Communication in Cross-Cultural Relationships	Review best practices and strategies to improve cross-cultural communication through adjusting your style and building rapport.
Influencing Skills for Win-Win Outcomes	Acquire influencing and negotiation skills and strategies that will assist professionals in getting their own needs met while meeting the needs of others.
Internal Customer Service	Learn who your customers are, and how to provide quality service to internal customers.
Keeping Customers Calm (Verbal De-escalation of Aggressive Customers)	Learn organizational and individual strategies that can be implemented to curtail violent episodes and successfully defuse aggressive customers.
MC's Culture of Service Excellence	Discover tools for Montgomery College team members to achieve excellence in the service, outreach, and support we provide to our diverse students, faculty, and staff.
Working through Difficult Situations	Examine types of difficult situations and explore strategies for dealing with people to attain a successful outcome.
Working with Angry Customers	Discover a conceptual framework, and interpersonal skills necessary to providing exceptional customer service—especially when customer behaviors make such service difficult.

* Complete class descriptions and outcomes are located in MC Learns.

Classes do not need to be completed in any sequence; participate in each class as your schedule allows within the two-to four-year period to obtain a certificate.