



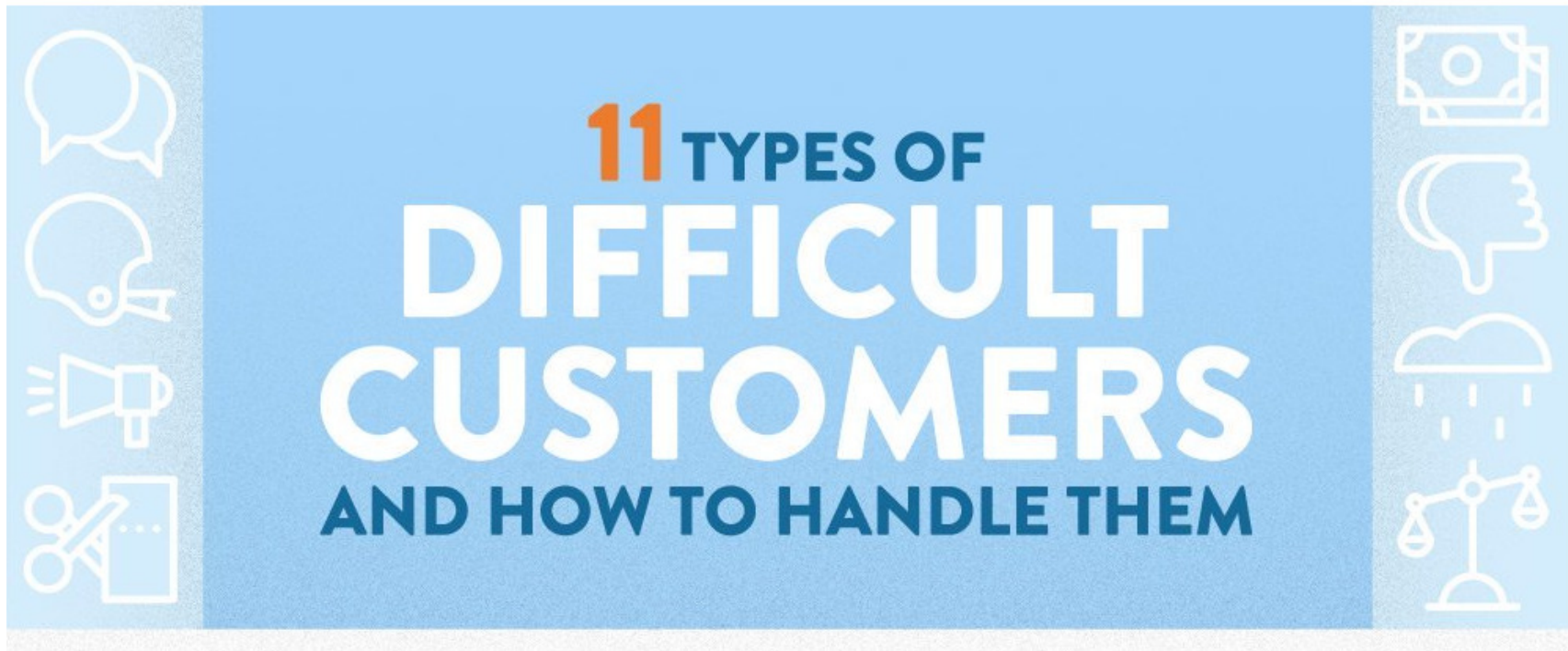
January 17, 2020
Report

Rationale for CustomerCon

- Need for engagement activity to showcase effective customer service in the workplace
- Need for teachers and industry professionals to collaborate together on real-world scenarios that bring relevance to students
- Create activity that showcases clients who present challenges for students as they provide services



Our Focus...



“Our Difficult Customers”







Event Overview

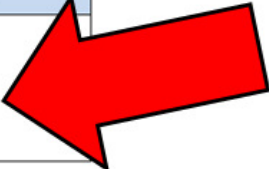
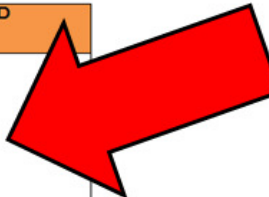
- Scenario based interactions with difficult customers
- Industry professionals model appropriate customer service strategies
- Panel discussion with student questions



Student Role

- Student's observed scenarios with teachers as difficult customers
- Take note of things they heard

WHAT YOU HEARD BROOKS		WHAT YOU HEARD DIESING	
			
WHAT YOU HEARD CHATHAM		WHAT YOU HEARD KERSTETTER	
			



Teacher Role

- Introduced customer attributes and strategies to handle interactions

DIFFICULT CUSTOMERS	Who she is:	How to help her:	Guess Who?
ABIGAIL IMPULSIVE			
DIFFICULT CUSTOMERS	Who he is:	How to help him:	Guess Who?
IVAN IMPULSIVE			



What did they learn?

- Students tried to correctly match the difficult customer to the teacher



Our Scenarios and Cast

- Based on feedback from teachers and industry professionals

GUESS WHO? OUR CAST OF CHARACTERS



Brooks



Brown



Chatham



Diesing



Golden



Hancock



Jackson



Kerstetter



Olson



Snyder



Wooley



Customer Service Award Winners



Industry Professionals



Our Feedback

97%

positively expressed
satisfaction with the
breakout trainings

98%

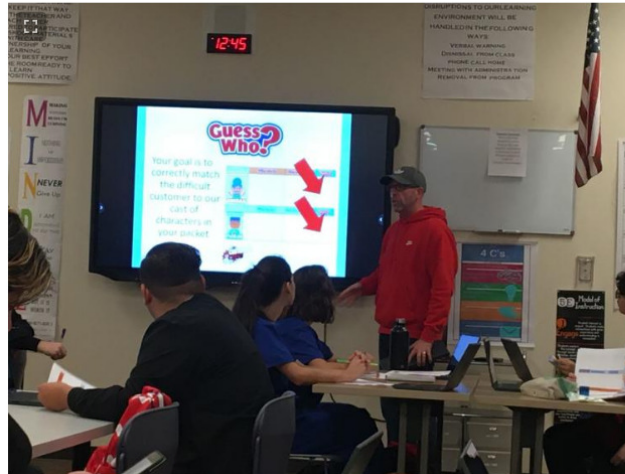
positively expressed
overall satisfaction with
the CustomerCon event



CAVIT in the News....

CAVIT holds event to teach about customer service

By ROFIDA KHAIRALLA Staff Writer Jan 22, 2020



William Snyder, a massage therapy instructor at CAVIT, goes over some of the difficult customer personalities students could encounter during a skit at the start of the interactive portion of CUSTOMERCon.

Rofida Khairalla/PinalCentral



COOLIDGE — Quality customer service can make the difference between an unhappy and happy patron in almost every industry.

But truly exceptional customer service goes beyond scheduling appointments for clients or wishing a customer a good day as they leave an establishment. Memorable customer service also entails knowing how to handle customers that are not always easy to deal with.

From indecisive Izzy to know-it-all Kevin, students at the Central Arizona Valley Institute of Technology got

Trending

- 1 Cashier arrested for pocketing \$20,000 from AJ grocery store
- 2 Former Florence prison guard to become inmate for next two years
- 3 CG Burger King robbed at gunpoint
- 4 DPS: I-10 traffic stop in CG leads to large meth bust
- 5 Board hears allegations against Pinal sheriff



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