

# CUSTOMER SERVICE TRAINING

*Herein contains the content from a document developed by the Minnesota Department of Employment and Economic Development to train its frontline staff in how to help jobseekers entering the Resource Area of the One-Stop. What parts of this will help you in training your Access Points?*

## Resource Area Customer Service Protocol

This protocol was developed to simplify and clarify the process of assisting customers effectively in the One-Stop Career Center's Resource Area. Service members should complete each step outlined below for every customer in the Resource Area, including: 1) Greet the Customer; 2) Assess Needs and Expectations with the Customer; 3) Take Action on the Customer's Expressed Needs; 4) Confirm that the Customer's Needs Were Met. Each One-Stop Resource Area is unique; thus, the method or means of how each step is met will differ depending on available staff, the staff's expertise, the customer's computer comfort level, the specific needs or interests of the customer, and other variables. Included in the outline below, bolded statements are possible variations on each step, not required script. Staff should use the language that serves the function of each step effectively for them.

### I. Greet the Customer

**"Welcome to the WorkForce Center. Have you been here before?"**

**"Yes."** - Direct customer to the person or resource they would like to access.

**" No."** - Proceed to Needs Assessment

If the One-Stop's staff cannot help a customer immediately, it is important to acknowledge the customer's presence, get the customer started on an activity, and let the customer know you will help them as soon as possible. **"Have you been here before?"** If the customer answers "yes" and they know what they want to pursue, then allow them to find the resources they are familiar with. If the customer answers "no," then give them a paper and pencil checklist of services or log them into the Customer Assessment, and then you should call for back-up support if available and let the customer know you will help them as soon as possible.

### II. Assess Needs and Confirm Expectations with the Customer

Listen to the customer's expressed needs. Then, reflect back your understanding of their request and confirm that understanding with the customer.

**"It sounds like you want to find a job as soon as possible. We have a few different ways to find out about job opportunities. Does that sound like what you came here for?"**

If appropriate, offer a brief explanation of services and resources, including clarification if the customer has unrealistic expectations about what services and resources are available.

**"Let me tell you something about our services and find out what fits your needs today."**

- Provide a short verbal description of available services and resources
- Give a mini-tour or point out areas of interest within the Resource Area
- Refer to the job assessment on web (the link [www.mnwfc.org/resources/intro.htm](http://www.mnwfc.org/resources/intro.htm) provides answers to job search and career planning questions)
- Provide a paper checklist of services (Northeast MN uses)

Also, explore the customer's eligibility for targeted programs by providing them information on programs they may be eligible for, such as, **"There may be additional services available for those who are receiving public assistance and seeking work, those who have been laid off from a job recently, or for those who have a disability that interferes with their ability to find or keep a job."**

### III. Take Action on the Customer's Expressed Needs

Job Search - **"I can help you get started on the job search process. Let me know if you have questions as we go through the process or after you have tried it on your own."**

- Assist the customer in registering with the Job Bank
- Walk the customer through the job search process (*e.g.*, identify career goals, develop a resume and cover letter, identify leads, contact leads, and discuss the interview process)
- Offer personal help or book and online resources for developing the customer's resume
- Identify workshops and services that the customer would find helpful in his/her job search
- If the customer requires more help or assistance than you are able to provide at the time, offer to set up an appointment at a later time

Career Planning - **"I can help you get started on the career planning process. Let me know if you have questions as we go through the process or after you have tried it on your own"**

- Identify workshops, services, and print and computer resources that the customer would find helpful in his/her job search
- Assist the customer in using career development tools (*e.g.*, Choices, ISEEK)
- Walk the customer through the career planning process (*e.g.*, identify skills and interests, research occupations, determine career goals, identify training needed)

### IV. Confirm that the Customer's Needs Were Met

Confirm that the customer feels prepared and equipped to engage in his/her job search and career planning on his/her own.

**"How is your job search and career planning going? Do you feel that you have what you need to succeed in this process?"**

If feasible, ask the customer if his/her needs were met and if any additional material or information would be helpful. Invite the customer to return to the Resource Area for any follow-up questions or any other job search or career planning help he/she needs in future.

**"Did you find what you need? Is there anything else I can help you with today?"**