

# Track 2: Customer Service

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Current Fresno State employees are eligible to earn a Fresno State Customer Service Certificate by participating in 3 REAL training courses from the Customer Service track. This training is offered as a free benefit to all Fresno State employees through the Department of Human Resources to help employees improve their performance.

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## Course Descriptions

### **Time Management**

This course offers practical training in the essentials of multitasking and effectively managing time. Participants will assess their personal style of schedule and time management and explore making appropriate changes.

### **Dealing with Difficult People**

Participants in this program will learn how to identify, understand, and cope with the challenging people in their lives. Participants will also enhance their ability to communicate more clearly and confidently, set limits more effectively, and project more personal power. By using the specific strategies provided, they will learn how to bring out productive behavior in others with the end result of having less stress, less conflict and enjoying more cooperation and collaboration.

### **How to Give Exceptional Customer Service**

This seminar is designed to provide customer-focused strategies to deliver the exceptional customer service expected by today's customers. The specifics of customer commitment and retention as well as a service excellence attitude that permeates Fresno State's organization is explored, as well as the importance of delighting both internal and external customers.

### **Social Media as a Business Tool**

This course offers practical training in the uses of social media tools. A variety of social mediums will be explored to illustrate their potential for effectiveness in the workplace.

*Learning for  
Excellence  
And  
Development*