



## SCHEDULE/AGENDA

### NATA Certified CSR Program & Workshop

The National Air Transportation Association (NATA) Certified CSR Program is a professionally administered customer service training course, which results in becoming a Certified Customer Service Representative (CCSR).

A person who successfully completes the course can proudly affix the CCSR designation as an appendage to their name on such items as business cards, email signatures, stationery and resumes. i.e.: Pat Jones, CCSR, Customer Service Representative.



The CSR Certification Program is a straightforward two-step process. It starts with the Customer Service, Safety and Security (CSSS) fundamental training course administered online through the NATA Safety 1<sup>st</sup> website and concludes with a modular based two-day CSR Certification Workshop where attendees complete the curriculum.

The various CRS Certification Workshop modules are designed to strengthen the core competencies of each attendee while building a broader platform of industry and operational knowledge.

The goal of this program is to provide a course curriculum that results in a well-rounded individual who utilizes both academic and practical knowledge of the industry while leading the team in demonstrating exceptional customer service experience skills.

### Sponsors

We'd like to thank the Sponsors for this event, Ac-U-Kwik, Enterprise Rent-a-Car and World Fuel Services/TotalFBO for their continued support of NATA and our informative educational programs.



## NATA Certified CSR Program: Workshop Agenda

**Tuesday, December 10, 2019**

Session Time: 8:00 a.m. to 5:15 p.m.

Facilitators: Ron Jackson, John Enticknap and Shanna Ash

**8:00 a.m. - 8:30 a.m.**

**Welcome, Attendee Introductions & Seminar Overview**

**Activity: Present Yourself**

A great customer service experience is based on good communications and a favorable first impression. In this initial interactive activity, attendees will benchmark their verbal and non-verbal communications skills.

\*Skill Sets Utilized: Personal Presentation; Verbal & Non-Verbal Communications; Public Speaking

**8:30 a.m. - 9:30 a.m.**

**S-1 The Number 1 Goal of Delivering Great Customer Service Experience**

In this first session, attendees will discover how delivering a consistent customer service experience can help create long-term profitable customer relationships.

\*Skill Sets Utilized: Personal Presentation; Follow-Through & Follow-Up; Consistency

**9:30 a.m. - 10:00 a.m.**

**S-2 Attitude, Anticipation, Action: The Spirit of Serving & Bringing Your "A" Game**

Setting the table for a great customer service experience requires a spirit of serving and bringing your "A" Game: Attitude, Anticipation, Action, a three-course meal which will have your customers coming back for seconds and thirds.

\* Skill Sets Utilized: Listening; Conversation; Organization; Prioritization; Follow-Through and Follow-up

**10:00 a.m. - 10:15 a.m.**

**Morning Break**

**10:15 a.m. - 10:45 a.m.**

**S-3 Customer Communications: Simple Rules of Customer Engagement**

Engaging a customer on a business level is a professional approach to customer service. In this session, we'll discuss some simple rules for projecting a professional yet friendly image that will help you protect and nurture the customer relationship.

\* Skill Sets Utilized: Cultural Awareness; Verbal and Non-verbal Communications; Body Language

**10:45 a.m. - 11:40 a.m.**

**S-4 Watch Your Ps and Qs: Verbal and Non-verbal Communication Techniques**

Customers can develop a sense or feel for an organization from the moment they make first contact, whether it's on the phone or in person. In this session, we'll review body language as well as proper verbal and non-verbal communication techniques including practicing telephone etiquette.

**Activity: The Telephone Answering Challenge**

Attendees will write their own personal greeting for their company and role play their response.

\* Skill Sets Utilized: Verbal and Non-verbal Communications; Phone Etiquette; Body Language

**11:40 a.m. - 12 Noon**

Practical Exam

**12:00 Noon - 1:00 p.m.**

Lunch

**1 p.m. - 2:00 p.m.**

**S-5 Setting the Bar on Your Customer Service Standards**

Developing a set of customer service standards for your company is critical to having everyone in your organization on the same page. In this session, attendees will work in groups and prepare a list of customer service standards to share.

\*Skill Sets Utilized: Communications; Decision Making; Leadership;

**2:00 p.m. - 2:45 p.m.**

**S-6 What Customers Want & Making the Customer Your Fan**

In order to deliver a great customer service experience, it's important to understand what a customer truly wants. This session will delve into the customer's mind and detail the elements in developing an internal culture that will help make the customer your fan.

\*Skill Sets Utilized: Conflict Resolution; Cultural Awareness; Problem Solving

**2:45 p.m. - 3:00 p.m.**

Break

**3:00 p.m. - 3:45 p.m.**

**S-7 Maximizing The Customer Transaction**

In this session, we'll discuss the business side of the customer service experience, the customer transaction. We'll explore the basics of FBO business software, minimizing credit card fees and up-selling the fuel transaction.

\*Skill Sets Utilized: Communications; Problem Solving

**3:45 p.m. - 5:00 p.m.**

**S-8 The Personal Customer Service Experience**

We've all had personal experiences of receiving or witnessing exceptional customer service. Attendees will share their story of the most memorable experience they've encountered.

\*Skill Sets Utilized: Customer Communications

**5:00 p.m. - 5:15 p.m.**

Practical Exam

**5:45 p.m. - 6:45 p.m.**

Reception

**Wednesday, December 11, 2018**

Session Time: 8:00 a.m. to 4:30 p.m.

**Facilitators: Ron Jackson, John Enticknap and Shanna Ash**

**8:00 a.m. - 8:10 a.m.**

Seminar Recap

**8:10 a.m. - 8:30 a.m.**

**Sponsor Recognition &**

**NATA Report: Programs and Initiatives**

**8:30 a.m. - 9:15 a.m.**

**S-9 Operational Safety**

Providing a safe and secure environment is everyone's job. In this session, we'll review aviation safety programs and protocols such as SMS, ERP and IS-BAH and discuss ways to prevent accidents from happening.

**9:15 a.m. - 9:45 a.m.**

**Activity: Safe Hangar Construction**

Activity: In this activity, the Red and Blue Teams see who can build the safest and best hanger facility using nothing but spaghetti and marshmallows. Points will be awarded for artistic style and practicality.

**9:45 a.m. - 10: a.m.**

**Break**

**10:00 a.m. - 10:45 a.m.**

**S-10 Soar Like an Eagle, Fly Like a Goose, The Elements of Teamwork**

Customers can always tell when their aircraft service team is not working together. This includes the line service and customer service personnel. In this session, we take a lesson from nature where the eagle soars but the goose gets the job done.

Skill Sets Utilized: Teamwork; Communication Skills; Leadership Skills

**10:45 a.m. - 11:35 a.m.**

**S-11 Empowerment & Changing a Business Transaction Into a Customer Transformation**

A business transaction is usually short term and often cold in nature. However, a customer transformation happens when a profound connection is made between the customer and the company. We'll explore how being empowered creates long-term profitable customer relationships.

\*Skill Sets Utilized: Problem Solving; Communication Skills; Empowerment

**11:35 a.m. - 12:00 Noon**

Practical Exam

**12:00 Noon - 1:00 p.m.**

Lunch

**1:00 p.m. - 1:15 p.m.**

**Activity: Life's Lessons-Rock, Paper Scissors**

**1:15 p.m. - 2:00 p.m.**

**S-12 Top 10 Customer Do's and Don'ts**

What you say can make the difference between an excellent service transaction and a bad one. In this session, we'll count down the Top 10 Customer Do's a Don'ts to help soften the communication channel between the FBO employee and the customer.

\*Skill Sets Utilized: Conflict Resolution; Problem Solving; Communication Skills; Empowerment

**2:00 p.m. - 2:30 p.m.**

**S-13 When Customers Complain, What Do They Really Want?**

When customers complain, they really aren't looking for something free from the FBO. They are looking to make a point among other things. In this session, we'll discuss how to diffuse complaints at the point of transaction.

\*Skill Sets Utilized: Conflict Resolution; Communication Skills

**2:30 p.m. - 2:45 p.m.**

Break

**2:45 p.m. - 3:30 p.m.**

**S-14 Role Playing Session**

In this session, attendees will have the opportunity to participate in live role playing sessions involving real FBO situations.

\*Skill Sets Utilized: Conflict Resolution; Communication Skills

**3:30 p.m.- 4:00 p.m.**

Practical Exam and Awarding of Certificates