

# Mass Workforce Issuance

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**Workforce Issuance No. 10-34**

Policy    Information

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**To:** Workforce Investment Board Chairs  
Workforce Investment Board Directors  
Title I Administrators  
Career Center Directors  
Title I Fiscal Officers  
DCS Regional Managers

**cc:** WIA State Partners

**From:** Michael Taylor, Director  
Department of Workforce Development

**Date:** April 16, 2010

**Subject:** **Training - Delivering Outstanding Customer Service During Challenging Times**

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**Purpose:** To notify Local Workforce Investment Boards, One-Stop Career Center Operators and local workforce investment partners of a one-day, regional training session: “Delivering Outstanding Customer Service During Challenging Times.”

Every person working in the public sector plays a pivotal role in the process of ensuring the public has access to quality services. The Commonwealth’s commitment to excellence demands that outstanding communication skills be practiced by each and every staff member at all times. High volume and stress create a difficult work environment and challenge staff to do their best job given these barriers. Customers’ expectations may need to be adjusted in an assertive yet compassionate manner. The goal of this workshop is for staff to develop the ability to effectively communicate with the public in person or on the telephone using the techniques of:

***PROGRAM GOALS:***

- projecting a positive, professional image for yourself and the organization;
- demonstrating high-quality communication in all customer interactions;

- learning ways to diffuse anger in others as well as effective techniques for not becoming angry yourself;
- staying composed under pressure and coping with stress;
- using appropriate styles of communication;
- dealing more effectively with difficult customers and practicing the techniques which gain cooperation from an angry person; and
- feeling confident in your ability to handle every customer.

The training will begin at 9:00 am and will end at approximately 4:00 pm. Lunch will not be provided. Seating is limited to **25 participants** per training session.

**Dates and Locations:**

DATE	LOCATON
Friday, June 4 <sup>th</sup>	Employment and Training Resources, Marlborough
Thursday, June 24 <sup>th</sup>	Greater New Bedford Career Center, New Bedford

**Action**

**Required:** Please register through the HR Training Department’s intranet [registration form](#) or via email at [HRTRNG@detma.org](mailto:HRTRNG@detma.org) no later than Friday, May 21<sup>st</sup>, 2010.

Please provide:

- Name
- Employee ID Number (if you are not a DWD employee, please indicate NONDWD)
- E-mail Address
- Telephone Number
- Name of Training Class
- Requested Date of Training

**Inquiries:** Please direct all inquiries to Pat Zorka at [pzorka@detma.org](mailto:pzorka@detma.org) or Leslie Mark at [lmark@detma.org](mailto:lmark@detma.org).

**Directions:**

Employment & Training Resources	201 Boston Post Road West Suite 200 Marlborough, MA 01752 ( <a href="#">click for map</a> )
Greater New Bedford Career Center	618 Acushnet Avenue New Bedford, MA 02740 ( <a href="#">click for map</a> )