

Customer Service and Company Policy

It is possible for agency policies to conflict with what transit customers would like. As an example, customers are not permitted to bring a can of gas on board and may feel they are being unfairly treated when denied boarding. *Customer Service and Company Policy* discusses why agency policies are implemented and provides operators with a simple formula to determine whether it's appropriate to bend a rule for the sake of providing good service. Operators will also learn ways to enforce policies, which allow customers to retain dignity and reduce the risk of confrontation.

Audience

New and veteran operators will benefit from *Customer Service and Company Policy*. Supervisors and management personnel who develop or enforce policies will also gain a better understanding of the operator's environment and the need to balance customer service with agency policy.

Program Topics

Major Topics include:

- Balancing agency policy with customer service;
- Making requests versus giving orders;
- The importance of dignity;
- Courteous enforcement of policy; and
- Techniques to enforce policy and reduce risk of confrontation

Program Objectives

Customer Service and Company Policy will enable operators to:

- Explain why agency policy must be balanced with customer service;
- State the formula for determining how to handle policy versus customer service issues;

- Use the formula when confronted with a customer who is short the full-fare;
- Use the formula when customers want to board or leave the terminal early;
- Use the formula when a customer requests an unauthorized stop;
- Provide several examples of requesting words;
- Change a statement that sounds like an order into a statement that is a request;
- Describe operator actions that damage customer dignity;
- Describe the proper way to address customers;
- Explain what should be said when clarifying a company policy; and
- Discuss what it means to provide a customer with an out.

Meets Requirements

Customer Service and Company Policy satisfies requirements for providing operators with customer service and sensitivity training.