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| Course Title: | Customer Service in Government Procurement |
| Delivery Method: | Instructor-led Online Course: Web Based Training (WBT) with Instructor-Led via Webinar. |
| Instructor: | Laurie Brown, CSP. https://lauriebrown.com/ |
| Contact Hours: | 10 Hours. |
| Registration: | Dates: February 28 – March 31, 2022 Price: \$250 <i>Space limited to 40 spots; first come first serve.</i> Log on to the Procurement U Learning Management System (LMS) to register, access the course and materials. |
| Course Contact: | Please contact procurementu@naspo.org for troubleshooting or any questions pertaining to the course. Procurement U staff will respond promptly. |

Course Description:

This Procurement U course is designed to introduce skills, strategies, best practices and techniques to make quality customer service a reality in government procurement offices. For the procurement officer, a “customer” can be almost anyone: suppliers, other government entities and agencies, as well as other colleagues in your own office. Customer service is one of many soft skills that is an integral part of the successful procurement professional’s skillset. This course will provide you with foundational skills and strategies to take your customer service approach to the next level.

Suggested Audience: Procurement professionals who are looking for a better understanding of the importance of customer service in the government procurement sector. This course is a mix of entry-level and intermediate-level content designed to cover fundamental concepts along with enhanced knowledge and skills-based application.

Goal(s):

To explore the communication and customer service skills needed to understand and interact with the ‘customer’ to improve the relationship as well as meet the wants and needs of the customer. This course will allow you to explore the different communication strategies to apply to build solid relationships with your agencies and other ‘customers’ you interact with on a daily basis.

Overall Learning Objectives:

Upon completion of this course participants will be able to:

1. Identify the importance of efficient and effective customer service in government procurement.
2. Describe the principles of effective customer service communication in the public sector.
3. Discuss strategies for effective customer service in the government procurement sector.
4. Identify common challenges faced by procurement staff when working with their various 'customers.'
5. Apply learned strategies through communication-based scenarios involving central procurement and agencies.
6. Identify communication strategies and skills that can be implemented and exercised in a procurement office to improve relationships with procurement 'customers'.

Course Structure:

This is a web-based training (WBT) facilitated by an instructor via webinar. Participants will complete an online portion of the course before each webinar as well as an online portion after each webinar. In conjunction with the online portions of the course, there will be two webinars with a set date and time. Additionally, there are interactive elements, and exercises incorporated into the course that require the user to apply their own knowledge and experiences.

An online Community will be provided and connected with your enrollment in this course. Use the Community to engage with other participants throughout the course. At times, there may be mandatory activities you must complete in the Community in order to complete this course.

Course Completion Requirements:

A certificate is available at the completion of the course and is found in the [Transcript](#) menu. Click on the Download button next to the course record to download the certificate as a PDF and/or print it for your records.

Participants must complete each of the following to receive a certificate of completion for the course:

| Week #1: February 28 – March 6 (2 hrs) |
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| <ol style="list-style-type: none"> 1. <u>Welcome Post</u>: Participants in the course will complete a welcome post in the course community. You will introduce yourself with information that includes your job title, brief job description, state or locality in which you work at and what you hope to learn in this course. 2. <u>Complete Module #1</u>: Customer Service Module. 3. <u>Complete Module #2</u>: Communicating Effectively Module. 4. <u>Complete Survey #1</u>: Customer Service Promise Survey 5. <u>Read from Greet Your Customer Manual</u>: Introduction, pg:1-4; Chapter 1, pg:13-14; Chapter 9, pg:45-47; Chapter 10, pg:49-50; Chapter 16, pg:69- 72. 6. <u>Community Discussion</u>: Respond to instructor's question in the community prior to the week 2 webinar. Discuss responses with other participants. |
| Week #2: March 7 - 13 (3 hrs) |
| <ol style="list-style-type: none"> 1. <i>Attend Webinar #1 on March 9th 3:00-4:30 PM ET. (See Webinar #1 description below).</i> <p><i>*For our webinars, we will be using the web application, Mural, to make sessions more interactive and collaborative. A class specific link and more details will be provided when the class begins.</i></p> |

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| Week #3: March 14 – March 20 (3 hrs) | |
| 1. | <u>Complete Module #3: Handling a Difficult Customer Module.</u> |
| 2. | <u>Complete Module #4: Conflict Resolution</u> |
| 3. | <u>Complete Survey #2: Baseline Customer Service Survey.</u> |
| 4. | <u>Read from Greet Your Customer Manual:</u> Chapter 6, pg:25-28; Chapter 14, pg:61-63; Chapter 15, pg:65- 67; Chapter 17, pg:75-78; Chapter 18, pg:79-81; Chapter 19, pg:83-85; Chapter 20, pg:89-91; Chapter 21, pg:95-98 |
| 5. | <u>Attend Webinar #2:</u> on March 16 th from 3:00-4:30 PM ET. (See Webinar #2 description below). <i>* For our webinars, we will be using the web application, Mural, to make sessions more interactive and collaborative. A class specific link and more details will be provided when the class begins.</i> |
| 6. | <u>Community Discussion:</u> Respond to instructor's question in the community prior to the start of week 4. Discuss responses with other participants. |
| Week #4: March 21 – March 28 (2 hrs) | |
| 1. | <u>Read Blog Post:</u> Relations Matter! |
| 2. | <u>Complete Questionnaire:</u> Answer questions related to the blog 'Relations Matter!'. |
| 3. | <u>Complete Post-Webinar Work:</u> Create SMART goals activity. |
| 4. | <u>Complete the Post Test:</u> Learner must pass the post-test with an 80% or higher. |
| 5. | <u>Complete Survey:</u> Complete Course Evaluation Survey. |

Attendance Requirements

Participation in this course requires active discussion and participation in all elements and activities as outlined in the weekly schedule above.

Scheduled webinars:

- The live webinars are a central part of this course. Attendance will be taken, and participation is mandatory for both scheduled webinars. The course completion certificate and contact hours will not be awarded if a participant is absent from either webinar.
- Learners must log into the Zoom online platform through a computer AND either computer audio or phone connection. Participants must also actively participate in the discussion and online group activities and respond to questions when prompted by the instructor.
- *For our webinars, we will be using the web application, [Mural](#), to make sessions more interactive and collaborative. A class specific link and more details will be provided when the class begins. For a tutorial on how to use Mural, click [here](#).*

Weekly assignments and community discussions:

- Learners must complete all weekly assignments (as outlined above) and pass the post-test with an 80% in order to receive completion credit.
- Responses to instructor questions in the community based on assigned readings should be thoughtful and a meaningful length.

Webinar #1 Description:

Customers are pickier and more demanding now more than ever before. That means we need to do more to make sure they get what they need. In this fast-paced fun and interactive webinar,

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participants will look at the importance of communication as it relates to the service they provide. Participants will create a customer service promise that will act as their “north star.” Participants will discover your unique communication style and build a model for listening. Everything covered in the course will help the participant communicate more effectively both at work and in your personal life.

Webinar #1 Learning Objectives:

1. Discover what customers need and want.
2. Discuss the unique needs of public sector customers.
3. Design a customer service promise.
4. Identify the elements of communication.
5. Determine your communication style as well as recognize others’ communication style.
6. Distinguish how to build rapport.
7. Build a model for listening.
8. Describe how to make language more positive.

Webinar #2 Description:

In part two of this course, the participants will dive deeper into the skills needed to provide exceptional customer service. The webinar will kick-off with a recap of Webinar #1 and then jump into communication face to face, through the phone and email. Participants will learn how to manage the expectations of others and how to be more empathetic. Participants will also have the opportunity to practice everything learned over the two- webinar series with real world procurement scenarios.

Webinar #2 Learning Objectives:

1. Examine effective phone skills.
2. Examine email best practices.
3. Recognize how to manage customer expectations.
4. Demonstrate how to express empathy.
5. Determine the best ways to deal with difficult customers.
6. Express the steps needed for customer service recovery.
7. Practice communication skills learned with real world scenarios.

Assessment of Learning:

Participants’ learning will be assessed through the completion of a post test at the end of the course. Participants must receive a score of 80% or higher to complete the post test. Completion of the post test is required for the course to be considered complete and eligible for the certificate of completion.

Universal Public Procurement Certification Council (UPPCC):

Certified Public Procurement Buyer (CPPB) Body of Knowledge & Competency: Domain V Leadership

Certified Public Procurement Officer (CPPO) Body of Knowledge & Competency: Domain V Leadership

Course Materials:

Syllabus and course materials are located in the Customer Service in Government Procurement Resources tab.

References and Recommended Readings:

1. NASPO. (2019). State and local government procurement: A practical; guide (3rd Ed.). Lexington, KY: NASPO
2. Brown, L. (2011). The greet your customer manual. Pleasant Ridge, MI.

Course Technology Requirements:

- Internet Connection
- Access to [Procurement U LMS](#)
 - Visit the Customer Service in Government Procurement Community to engage in discussion with other participants.
- Ability to play and listen to audio through computer speakers or headphones as well as video capabilities.

Cancellation & Refund Policy:

All cancellations must be made in writing and emailed to procurementu@naspo.org. Cancellations over the telephone will not be accepted. To receive a full refund, cancellations must be received prior to the start of the class. No-shows will not be refunded.

In the unlikely event that Procurement U cancels a class, the total amount of the registration fee will be refunded.

Proprietary Interest Policy:

Any subject matter experts and NASPO staff involved in the development of this course have no proprietary interest in any of the content, materials, activities, or resources used or referenced herein.

Privacy and Information Security Policy:

NASPO respects your privacy and is committed to protecting it through compliance with our privacy policy. NASPO has adopted this policy to govern the process of personal data collection and information sharing. This policy explains how NASPO may collect, use, share, and safeguard personal information, as well as release of learner records.

To review the privacy policy, please [click here](#).