

Cultural Sensitivity For Customer Service

Date: Thursday, June 14, 2012

Time: 9:00 a.m. - 12:00 p.m.

Registration Deadline: May 13, 2012

Fee: \$30.00

Location: Pace University Graduate Center, One Martine Avenue, White Plains
*Partially underwritten by **CHASE***


In this workshop, learn how to create a welcoming and helpful environment that meets the needs of your diverse clients, and see how applying cultural sensitivity in customer service affects the bottom line. Discover how cultural identity impacts expectations and behaviors for both employee and customer. Identify which cultures prefer relationship-focused customer service and which cultures value efficiency and speed. Learn tips to assess a client's English language level and how to adjust your language accordingly to improve communication and customer service. Participants will define and analyze customer service conflicts that arise from cultural orientation and develop techniques to resolve them. Learn how to listen--the number one intercultural skill necessary for excellent customer service.

Learning Goals:

- See how bias, prejudice and cultural filters influence client service.
- Identify cross-cultural conflict areas and troubleshoot ways to resolve them.
- Focusing on achieving win-win outcomes
- Differentiate cultural expectations of task-focused or relationship focused customer service.
- Identify and assess LEP clients; adjust your communication style to improve interaction.

Who should attend: All professional staff.

Presenter: Lauren Supraner, MA in TESOL (Teaching English to Speakers of Other Languages) from Columbia University, President and founder of CAL Culture and Language, and Former Director of Training and Workforce Development at Pace University. With more than 15 years of experience, Ms. Supraner has developed and delivered culture and language programs for Fortune 500 companies, government agencies and not-for-profits. She has lived and worked in both Thailand and Japan and has traveled throughout Asia, Latin America and the Middle East.

 United Way now offers Eventbrite, a secure online credit card payment option, for payment of registration fees for the Management Center courses. Receipt of your payment will be emailed to you. Please go to www.uwwp.org/pace.htm

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Please send completed registration form and \$30.00 fee. Please indicate method of payment:

- Check (payable to United Way)
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Mary Ann Luna, Director of Management Center Initiatives

United Way of Westchester and Putnam, 336 Central Park Ave., White Plains, NY 10606

Questions? (914) 997-6700, ext. 740 Fax: (914) 949-6438 E-mail: mluna@uwwp.org

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