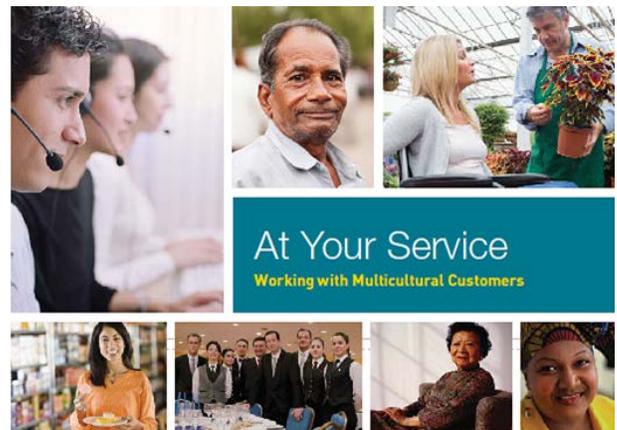


TOURISM CENTER

Working with Multicultural Audiences

At Your Service Overview

Call them what you want: customers, clients, guests, or, visitors; they are the people who experience the services you provide. But customers are not all the same, nor are their needs and expectations. This program helps you work more effectively with your diverse customers. The workshop sets a solid foundation for you to build on and gives you practical ideas to put to work right away.



Training that focuses on...

Awareness

- What we “know” and “don’t know” about culture
- Customer's view of service

Attitude

- How attitudes are formed
- Managing attitude even in difficult situations

Attention

- Identifying and addressing customer needs
- Build communication skills to respond to customer needs

Appearance

- The role of personal appearance in customer expectations
- Increasing perceptions of staff and facilities

Action

- Being proactive in providing great service
- Adapting service to meet expectations

Participants in the workshop will...

1. Understand how culture affects the service experience
2. Learn how to manage their own attitude
3. Practice skills to identify and respond to customer needs
4. Gain strategies to create and maintain positive customer experiences
5. Create a personal action plan to put these skills to work immediately

Additional Resources

You can learn more about At Your Service: Working with Multi-cultural Audiences at <http://www.extension.umn.edu/community/customer-service-education/>

Questions?

Contact your regional Extension office or Cynthia Messer cmesser@umn.edu