



THE UNIVERSITY OF THE WEST INDIES

OPEN CAMPUS

BRITISH VIRGIN ISLANDS

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NEWS RELEASE

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UWI Open Campus' Customer Service Training continues with its 3rd and 4th Professional Development Programme workshops

A total of thirty-nine (39) front line employees successfully completed training sessions in the a series of professional development workshops at the University of the West Indies Open Campus, Paraquita Bay. Conducted under the theme *Customer Service: Creating Winning Strategies for Customer Loyalty*, two intensive sessions were held thus far for this year in January and March.

Participants, mainly floor and supervisory employees represented companies such as Road Town Wholesale, Eureka Medical Clinic, NAGICO, Overseas Management Trust Co., Clarence Thomas Ltd., Elite Superette, SOL and C.E. Dawson & Co. and the Insurance Store.

The workshops provided participants with soft skills relating to:

- fundamentals of customer service;
- meeting and exceeding customer expectations;
- telephone management techniques for dealing with difficult callers;
- successful techniques for interacting with challenging customers;
- recovery process to solve service problems;
- sustaining customer loyalty; and
- enhancing the customer service experience with PRIDE.



March 19, 2011 workshop participants

Facilitator, Ronald Smith-Berkeley; management consultant and long-standing adjunct faculty member of the UWI Open campus presented the participants with their well deserved Certificates of Participation at the closing ceremony.



January 22, 2011 workshop participants

In her closing remarks to the cohort, Programme Officer for the UWI Open Campus, Carla Brown, encouraged the participants to use this opportunity as the first step in achieving their professional and academic goals, and not let this experience be their last. She added that through acts of kindness in their everyday lives, not only would they provide superior customer service, but reap benefits both professionally and personally for years to come.

UWI continues its series of workshops in Customer Service Training with monthly sessions being offered throughout the year. The first workshop of the second series "*Performance Management for Supervisors and Managers*" will be offered in May 2011.

Information on registration and other programmes can be obtained by contacting the UWI Open Campus at 494-6957.

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