



Pikes Peak Library District 2016 Staff Development Day
Internal Customer Service with Laura Benjamin (three 45-minute sessions)

What were the most interesting or useful things you learned today?

- CARLA Concept
- How listening is SO important!
- CARLA reflection
- How to look at how we work with other internal staff & departments making sure we provide good customer service to them as well.
- Challenges spur growth.
- The concept of trial by fire was clearly expressed and the most useful reminder to work through challenges.
- I really liked your CARLA method. Your analogies to the fire at your home and trial by fire.
- The idea that we do not get much training on listening.
- Listening Skills & CARLA
- We need to learn how to listen to each other, being aware that people listen differently
- CARLA Concept, mission statement listening tips
- CARLA approach to improving customer service
- Perception of value, CARLA Concept
- Our attitude makes a difference
- Trial by fire
- Legitimacy Model
- Perception of value
- Methods of improving listening skills
- Learned about the different types of listening. - Joanne O'Hearn
- Customer service vision and listening styles
- CARLA Concept
- People's different listening styles
- The CARLA Concept
- The perception of value was affirming in what is most important to people externally and internally. This was a good model for understanding what I should aim to do - listen - to others and affirm their right to a voice.
- 5 Styles of Listening and CARLA
- Understanding my personal communication issues
- Think it's great you overcame the fire and loss of your house. Stay strong!
- Good, intentional fire analogies
- CARLA
- I really like the note style. Very helpful. I plan to duplicate this in my own teaching. Thank you! :-)
- Trial by fire concept
- Personal listening tips
- CARLA Concept
- The exercise "what people want" showed me how my personality affects how I respond to people



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What do you wish we'd had more time for?

- Sharing what others said or thought.
- More listening tips and maybe more exercises to practice them!
- Other examples in lecture. Laura has given a lot of excellent points.
- It would have been nice to go over workplace communication methods, including email.
- Dealing with difficult co-workers, managers.
- Exercises on listening.
- Communicating with difficult personality types
- More about respect for co-workers
- A quiz to see which listening style I am
- Group activities
- More detail about great listening skills
- More internal customer service methods to work well with co-workers and make a more supportive environment
- Interacting more with each other during activities
- Perception of value
- More time for group discussions
- The exercises! They were awesome!
- A video to further clarify the content
- Situational role play listening skills
- Listening games/lessons
- Information on improving listening skills. Thank you! :-)
- Listening tips
- CARLA Concept more examples
- More listening exercises - very enlightening

If you'd like to provide a testimonial for Laura, what would you say?

- Great examples to explain concepts. -Terry Zarsky
- Thanks - very enjoyable & well presented. —Nina Kuberski
- A previous job position I had in a retail business, one of the owners/boss made a remark about the best customer service that you can give is to “own their problem as if it was yours!” - Theresa Keane
- She has provided essential education for people to utilize in all aspects of their life. -Jean Maldonado
- Excellent presentation! -Pam Olijar
- Very pleasant presentation
- Laura created an engaging, interesting presentation that taught me so much! I will definitely be using these skills in my everyday life.
- Clear, concise presentation. Great eye contact. Helpful suggestions for improving internal customer service. Positive attitude.



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PROGRAM: How to Bring Service Skills to Internal Customer Relationships

Imagine what life would be like if we could change the attitudes and behaviors of people we work with! Admit it, you'd love that kind of control, wouldn't you? Well, this class is the next best thing. In this lively, interactive session, we will explore psychology and strategies to enhance relationships and strengthen internal customer service with co-workers. You will learn simple steps to improve interpersonal skills, convey value and convert challenging situations to constructive outcomes!

By the end of this program, participants will have learned how to:

- Choose a change to serve yourself and others
- Define the term "Customer Service"
- Explore the Principle of Legitimacy
- Leverage 5 Personal Listening Styles
- Create a Customer Effort Score
- Use The CARLA Concept™ for sound service results
- Avoid 4 behaviors that sabotage the customer experience

ABOUT YOUR PRESENTER:



Laura Benjamin is the owner of Communicate Colorado LLC, a Communication Consulting Company in Colorado Springs. Since 1997, she has specialized in interpersonal communication for customers, co-workers and constituents. Laura has trained groups from 5 to 500, facilitated team meetings and spoken for organizations throughout Colorado, the U.S., Canada, Germany and Great Britain.

A former Customer Service Manager who led a team of 100+ regular and seasonal representatives at Current Inc., Laura also worked as an Employee Benefits Specialist for the Rochester Institute of Technology/ National Technical Institute for the Deaf and was part of the Communication Staff for the Mayor and City of Colorado Springs. She served seven years active duty as a paralegal in the USAF where she earned a USAF Commendation Medal and Marksmanship Medal. Laura enjoys writing, reading, hiking, hunting, kayaking and time with family. She is the mother of three, grandma of two and is owned by a couple of very spoiled cats. Contact Laura at CommunicateColorado.com.