



# Sutter County One Stop

# Employer Connection

July 1, 2008

Volume 7

## Are You Communicating or Just Talking?



### ARE YOU GAMBLING WITH YOUR CUSTOMER SERVICE SKILLS?

The Sutter County One Stop is proud to partner with the Colusa Casino Resort to provide a dynamic workshop at the Colusa Casino Resort. A fun day of interactive learning will feature an exciting presentation with guest speaker Carol Scofield, of Scofield & Associates. Find out if you are getting your message across, learn how to use words that create results and more!

Contact Colusa Casino for special room rates for this event at 530-458-8844.

**Colusa Casino Resort**  
**July 9, 2008**  
**9:00 a.m.— 4:00 p.m.**

**R.S.V.P. to**  
**Kim Judge at**  
**530.822.5120**  
**ext. 3051**

## Another Satisfied Customer

"We enjoyed the Job Fair. We took resumes from many candidates who are qualified to fill positions at the Franchise Tax Board. The crowd, generally seemed upbeat & had good questions. We look forward to coming back to these events in the future."

*-Mark Roth  
Franchise Tax Board*



## Opportunities



"Our vision controls the way we think and, therefore, the way we act...The vision we have of our jobs determines what we do and the opportunities we see or don't see."

*-Charles Koch, Koch Industries  
Chairman and CEO*

## Expert Advice

**Q. I have been approached by an agency that operates a work experience program that works with people with disabilities. Should I be concerned?**

**A.** Not at all, you should be very excited about this prospect because it provides you with the opportunity to experience the benefits of having a new culture within you business. After all, it's the ability, not disability, which counts. People with disabilities don't want special treatment, only an equal opportunity to do a job well and be successful and this can motivate others on staff. In fact, people with disabilities have equal or higher job performance ratings, higher retention rates and lower absenteeism.

Did you know that businesses that hire and accommodate people with disabilities can receive special tax benefits? There are so many advantages and resources for you and your business when working with someone with a disability. Here is a link to a small fact sheet: <http://www.sutteronestop.com/DPN/DPNBusiness.htm#Tax>

Sutter County One Stop • 256 Wilbur Avenue • Yuba City, CA 95991  
530.822.5120 • TTY 530.822.5104 • Fax 530.822-5139

# How Do You Rate?

## How many customer service mistakes are you making?

Strong customer service is a valuable asset, especially in today's increasingly impersonal business world. Please see the list below to see if your company is making mistakes. If you are aware of common customer service mistakes and avoid them, you may gain a loyal customer base and strengthen your position in a competitive market.

### Forgetting the basics

"Please," "thank you," "we're sorry about the inconvenience," and so on are simple phrases that cost nothing, take little effort, and win big points.

### Untrained staff

It does not matter whether you have two or 200 employees, everyone should receive customer service training. Customers and clients will not tolerate rudeness or incorrect information. They don't have to because they can easily take their business elsewhere.

### Trying to win the argument

It takes six times more effort and cost to gain one new customer as it takes to maintain a customer you already have. Therefore, to win an argument and lose a steady customer, you take the risk of hurting your business. Customer satisfaction is priceless to your company.

### Standing by your policy

It's easy to simply say "That's our policy," but customer service representatives and managers should be able to find ways to bend policies to build customer relationships. The phrase "If I do that for you, I'll have to do it for everyone," is one of the fastest ways to lose customers. Learn to empower your employees and watch your profits grow.

### Unfulfilled promises

If you promise a customer that something would be ready by Thursday, then it should be there by Thursday. When you cannot make this happen, do not make excuses; the only words you need to remember are "We're sorry," backed up by an extra effort to make the customer happy.

### Failure to listen

Customer service representatives routinely do not listen closely to customers. Typically they respond with an answer that does not match the problem because they were not paying attention. Employees need to be trained, particularly in the art of listening and even taking notes.



## Conference and Interview Facilities



The Sutter County One Stop has conference rooms and interview facilities available for use during regular business hours. Large and small conference rooms can be reserved for your business meetings. Audio/visual equipment and supplies, such as phone, fax, copier, will be made available. For more information, call 530.822.5120

## Stay Relevant & Stay On Top

Does your business conduct these practices? If not, maybe you should...

- Create & sustain company culture & core values.
- Do ordinary things exceptionally well & provide consistent services.
- Empower your employees & reward creative thinkers.
- Be willing to change & step out of your comfort zone to avoid complacency.
- Organizations that continue to reinvent themselves are successful.
- Be sure that the ideas that look good on paper can actually be executed in the "real world".

