

Presenter:

Juliene R. Hefter, MSOLQ, CPRP
Founder – Safety First Aquatics, LLC

Session Title: “Customer Service, It’s All About You” (and that means more than just a smile)

Description: Customer service is an important aspect of the services that any business offers to customers. How you and your staff treat customers can make a difference between a successful business and a disastrous one. In order to address this with our staff we must address what is quality customer service, the principles of customer service and what are the reasons that customers complain. The first step in addressing quality customer service is to train your staff in providing unbelievable customer service. The development of a customer service policy as well as addressing the factors in customer service are the basis for this training. This session will address these factors as well as how to train your staff to understand the importance of quality customer service and how it can and will affect their lives and the lives of their customers.

Learning Outcomes: Participants will:

1. Learn proven techniques of how to effectively develop a customer service policy for your organization.
2. Learn what quality customer service is and the importance of customer service.
3. Learn what the factors are in customer service.
4. Learn the appropriate techniques to train your staff in customer service.

Clientele to be Served: This session is suitable for the following:

- Program Supervisors
- Park & Recreation Directors
- Administrators
- Boards and Commission Members
- Anyone that works in Parks & Recreation

Instructor Credentials:

Juliene Hefter is the founder of Safety First Aquatics, LLC and is Deputy Director for the Wisconsin Park & Recreation Association. She is the first person to hold this new position with one of the premiere Park and Recreation Associations in the nation. Currently, she is responsible for membership development and recruitment, coordinating educational development, development of marketing initiatives including the design and

maintenance of the Association website, negotiating and implementing contracts and agreements, and generating revenue and corporate sponsorships.

Juliene Hefter received her Bachelor of Science in Recreational Leadership from the University of Wisconsin, La Crosse and holds a Master of Science in Organizational Leadership and Quality from Marian College. She has a long and illustrious career in aquatics and park and recreation administration, and has been the Manager of Recreation Services for the City of West Bend, Park and Recreation Director for the City of Horicon, Supervisor of Recreation & Aquatics Director for the Fond du Lac School District, and the Park and Recreation Director for the Village of Germantown.

She has served in a number of leadership positions with both state and national organizations, including being the Chairperson for the National Recreation and Park Association's 2005 National Aquatic Conference, Member and Chairperson of the Aquatic Facility Operators Board of Directors, 2006 Chairperson of the National Aquatic Management School, 2007 President of the National Aquatic Council, Chairperson of the Wisconsin Park & Recreation Association's Recreation Section, Chairperson of the Southeast Park and Recreation Council, and Vice-Chairperson of the Washington County Park and Open Space Technical Advisory Committee.

Her distinguished career includes being the recipient of the Wisconsin Park & Recreation Association's Professional Award of Merit, the Recreation Professional of the Year, Aquatic Professional of the Year, and the recipient of the Public Policy Innovation Award. Most recently she was named to the "Power 25" by Aquatics International for 2007.

She is a renowned speaker and author on a variety of management and administrative topics, including A Hands On Approach to Corporate Sponsorships, Sexual Harassment Training for Part-Time and Seasonal Staff, Public Perception of Lifeguards, Risk Management, Staffing, and Staff Manual Development for Aquatic Facilities, Marketing and Promotions, and Team Building and Special Events. Juliene is also an Instructor for the National Aquatic Facility Operator Certification Course.

Length of Session: 1 ¼ hours – 1 ½ hours