



# Open-Enrollment Registration Form for BCI Customer Service Academy



## Successful organizations build customer satisfaction and loyalty

Front line service providers are an organization's primary contact with customers. What they say and do can build customer satisfaction and loyalty, which results in repeat business and increased success. This 28-hour Customer Service Academy will give new and experienced service providers a toolbox of skills for effectively and efficiently handling all types of customer interactions.

**Register for the academy before September 1, 2009 for the discounted price!**

### Customer Service Academy

Name*			Date of Birth (Month/Day/Year)*		
Company/Organization*			Primary Phone (Include Area Code)*		
Home Address*			E-mail Address* <i>*Required Information</i>		
City*	State*	Zip*			
Ethnic Background <i>(Optional)**</i>	<input type="checkbox"/> American Indian or Alaska Native	<input type="checkbox"/> Hispanic or Latino (All other races)	<input type="checkbox"/> Asian	Gender	<input type="checkbox"/> Male
	<input type="checkbox"/> Black or African American	<input type="checkbox"/> Native Hawaiian or Other Pacific Islander	<input type="checkbox"/> White	<i>(Optional)</i>	<input type="checkbox"/> Female
	<input type="checkbox"/> Hispanic or Latino (White)		<input type="checkbox"/> Others		

\*\* This information is optional and voluntary and will be held in confidence. Lansing Community College complies with all federal and state requirements, which include collecting this information.

Method of Payment:

Check    Visa    MasterCard    Company Letter of Authorization

Credit Card Number	Expiration Date	CVV (3 digits on back of card)
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**Register in any of the three ways:**

- (1) By Phone: 517-483-9853
- (2) By Fax: 517-483-9927
- (3) By mail: Please mail completed registration form to:  
**Lansing Community College**  
**6000W – BCI Registration**  
**PO Box 40010**  
**Lansing, MI 48901-7210**

Cardholder's Name (Printed)	Cardholder's Signature	<b>Total Due:</b>
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Make Checks Payable to: **Lansing Community College**

**Refund and Cancellation policy: Refunds:** We will notify you by phone or mail if a course is canceled by LCC. A full refund will be sent to you. No further action on your part is required to receive a refund for classes canceled by LCC. **When you drop a course:** The 100% refund period for courses offered is seven (7) working days (or more) before the first day of class. When you drop a course for any reason within this time frame, you will receive a 100% refund.

**Refund Guideline**

Period relative to the first day of class:	7 working days (or more) before	2 to 6 working days before	1 working day before, or later
Amount of Refund:	100% refund	70% refund	0%

***Don't wait! Register early for best price and best selection!***  
***Registering early also avoids class cancellations due to low enrollment.***

# Customer Service Academy Certificate

Classes meet Thursdays from 8:00 am - 12 noon

Location: LCC West Campus

*\*Complete all academy classes (28 total hours) for program certificate. 100% attendance is required.*

Academy Price \$670.00 if registered by Sept 1, 2009	Academy Price \$730.00 if registered after Sept. 1, 2009	Class Date	Individual course cost is \$125.00 Registration deadline is:
Service Plus day 1		September 17, 2009	September 1, 2009
Service Plus day 2		September 24, 2009	September 8, 2009
Interaction Skills for Success		October 1, 2009	September 15, 2009
Feedback Fundamentals		October 8, 2009	September 22, 2009
Building Trust		October 15, 2009	September 29, 2009
Making Effective Decisions		October 22, 2009	October 6, 2009
Stress Management		October 29, 2009	October 13, 2009

**Note: To register use the enrollment form or call 517.483.9853.**

## Class Descriptions:

**SERVICE PLUS**— helps eliminate customer defections and strengthens customer satisfaction and loyalty. (8 hours)

**INTERACTION SKILLS FOR SUCCESS**—This course presents essential skills for building positive working relationships and serves as a prerequisite for service provider courses. (4 hours)

**FEEDBACK FUNDAMENTALS**—Teaches employees to proactively seek feedback and to give feedback constructively. (4 hours)

**BUILDING TRUST**—Teaches how to recognize and avoid trust traps and how trust techniques can help build trust with others. (4 hours)

**MAKING EFFECTIVE DECISIONS**—Teaches a practical five-step method for making clear decisions. (4 hours)

**STRESS MANAGEMENT**—This class will help participants understand their own stressors, and will identify positive coping techniques that will help participants manage their stress. (4 hours)