



# BEYOND SURVIVING: *Thriving in IT Customer Service*

An informative, impactful, and interactive day presented by NJEDGE and specifically designed for higher education IT staff and managers who are committed to strive for service excellence

## *Who Should Attend?*

Help desk staff, computer lab managers, educational technology staff and supervisors, documentation and training professionals, maintenance technicians, and other front-line support positions.

## *What Can I Get Out of It?*

- A set of skills and guidelines that you can put to use immediately
- Opportunities to share service challenges, successes, and ideas with others in your field
- A personalized action plan for building and maintaining excellent service relationships with your customers and clients

## *Highlights of the Day Include:*

- Why am I Here? The challenges unique to serving higher education IT clients, and the benefits for getting it right.
- Customer Service in the Fast-paced World of IT: What do my customers expect and how can I help them shape realistic expectations?
- The Five Key Elements of Service Professionalism: What do I need to do to get it right?
- Excellent Service in an Electronic Age: Effective communication through telephone and email as well as in person.
- How to Handle "Stupid" Questions and Impatient Clients: The importance of building relationships in handling tough situations, recovering from mistakes, and educating clients to become more self-sufficient.

Friday, March 2, 2007 • 9AM – 4PM • Middlesex Community College • Cost: \$50 per participant

You can register here: <http://www.njedge.net/activities/regform-03022007n.html>

## *About the Facilitators*

**John E. Bucher** is Chief Technology Officer at Oberlin College in Ohio. He has been active in several national associations, including board and committee memberships in ACM, EDUCOM, EDUCAUSE, and the Corporation for Research and Educational Networking (CREN). Dr. Bucher has been a regular public speaker since the early 1980's and consistently receives acclaim for his seminars, workshops and tutorials.

**Jeanie R. Robertson**, Owner and Principal of CTB Consulting, has over twenty years of organizational development experience in educational and non-profit settings. Former Director of Professional and Organizational Development at William Paterson University, Jeanie created and launched the successful CARES © program for service excellence in higher education. Jeanie is President of the New Jersey chapter of the Employee Assistance Professionals Association and a Licensed Professional Counselor, and she is a frequent presenter and facilitator to managers, supervisors, and others who share her passion for relationship building and performance excellence.