

National HVACR Educators and Trainers Conference

Why Teach Customer Service?



**Presented by Earl Delatte
of HVAC Excellence**

Bio:

Earl was an HVACR Instructor for 23 years, in the Louisiana Technical College system where also served as assistant dean. During his tenure in the system he was instrumental in implementing several programs, including Customer Service, First line Supervision, and Job Skills.

Overview:

Should we allow another department such as Office Occupations to teach customer service for us? The answer is **No!**

In teaching retail or office setting vs. construction setting is this right for your program. We must not only teach customer service but lead by example. Teaching customer service must involve Professionalism, Communication Skills, Phone Ethic, Writing (invoices and proposals), and Dress for Success, as well as People Skills.

How do we get our students interested in such topics? How do implement this into our programs? When and what order do we teach customer service? Year after year more employers are asking; the student you sent me has good technical skills but no customer service skills and its hurting my business can you help?