

## The Veteran and Customer Focus Additional Resources Guide

Using the Learning Program Self-Assessment for each All Employee Competency, you can determine various recommended courses to assist you in developing your employee proficiencies. To determine these recommended AEC courses, please utilize the various Learning Program Self-Assessments.

In addition to the recommended customer service courses from the Veteran and Customer Focus Self-Assessment, the following list provides you with additional courses and books, which may also help on your journey to developing your customer service skills.



### **Advocates for Veterans, Meets Customer Needs**

#### *Foundational Courses*

##### [Developing Your Customer Focus](#)

Customers have the power - the power of choice. So how can you make it an easy decision for them to choose you and your company? This Challenge Series exercise explores how to know, meet, and anticipate what your customers are looking for. NFED 3479976 Skillssoft .3 hrs

##### [Structured Problem Solving: Supporting the Customer \(On Demand\)](#)

Structured problem solving (SPS) provides a systematic, calculated approach to solving a problem. Supporting the customer through all steps of the problem-solving process is essential. This session in the Structured Problem Solving for IT Professionals series will offer guidance to IT professionals on how to solve problems and troubleshoot issues or incidents in a structured and systematic manner. Specifically, the course focuses on customer support through the various steps in the problem resolution process, from problem identification through the final resolution. NFED 3974463 VA IT 1 hr

### [Are You Listening to Your Customers?](#)

Target Audience: Individuals who want to develop or refresh their customer service skills. NFED 1326993 Skillsoft .12 hrs

### [Military Cultural Awareness](#)

The military cultural awareness course provides a common foundation for all VA employees. This course offers an overview of common military culture and courtesies, roles and ranks within the military, differences between the branches of the armed services, some of the conflicts in which Veterans have served, and why this information is important in helping VA employees better serve the needs of Veterans and their families. NFED 1341520 1.5 hrs

### [Listening to Your Customers](#)

7 minute real-world, scenario-based video. The key to effective communication is practicing good listening skills. This Business Impact explores the concept of active listening and the crucial difference between hearing and understanding. NFED 1326973 Skillsoft .12 hrs

### [Center for Minority Veterans Expert Panel](#)

In this expert panel discussion, participants will learn about the culture of minority Veterans and their health care disparities. MVPCs will be able to identify trends among the minority groups and develop their own cultural competencies in working with the Veterans and their families. Participants will learn information to help them create sensitive materials that can be used to inform the minority Veterans and their families of VA services and benefits. VA 3855495

### [Military Culture Training for Health Care Professionals: Self-Awareness and Military Ethos](#)

This course, sponsored by Department of Veterans Affairs and Department of Defense, aims to help you understand the role that military culture plays in the lives of those you serve. This course is comprised of four modules: 1 Self-Assessment and Introduction to Military Ethos 2 Military Organization and Roles 3 Stressors and Their Impact 4 Treatment Resources and Tools. Target audience: The target audience includes all VA, DoD, contractor, and private health care professionals who serve Service members, Veterans, and their families. VA 19333 2 hrs

### [Serving Women Veterans](#)

This e-Learning course provides VA employees, across Administrations and Staff Offices, the opportunity to identify ways in which you can contribute to building a culture of awareness of women Veterans. VA 3769260 .2 hrs

### [Intermediate Courses](#)

#### [Providing Telephone Customer Service](#)

The main objective of this course is to teach employees ways to improve their communication skills by having a service mentality, improving their listening skills, and resolving customer conflict. NFED 4501232 Skillsoft .5 hrs

### *Advanced Courses*

#### **Creating a Customer-focused Organization**

15 minute interactive, media-rich case study focused on content analysis, problem solving and decision making. This Challenge Series exercise considers the many ways that business organizations can serve their customers - internal and external. NFED 1327042 Skillssoft .25 hrs

#### **The Angry Caller: What's Your Plan?**

Dealing with angry callers is something every customer service representative and salesperson will face at one time or another. This Business Impact explores a four-step approach for making encounters with irate customers a productive experience. NFED 1328306 Skillssoft .1 hr

#### **Controlling Conflict, Stress, and Time in a Customer Service Environment**

Working at a customer support center or help desk environment can be challenging. Customers can sometimes be demanding and unreasonable. For the Customer Service Representative (CSR), understanding the emotional needs of each customer, adapting to how they communicate, and solving their problems can be extremely stressful and time consuming. In this course, you'll learn how to identify and resolve conflict, negotiate with customers, develop strategies to better manage time and stress, and explore how a positive approach and attitude can benefit customer interactions and bring them to a satisfactory conclusion. Target Audience: Individuals who want to develop or refresh their customer service skills. NFED 4501502 Skillssoft .5 hrs on-line

## **TMS Books on Critical Thinking**

TMS Skillssoft Books Deep Link=

[https://www.tms.va.gov/learning/user/deeplink\\_redirect.jsp?linkId=ONLINE\\_CONTENT\\_STRUCTURE&componentID=30086&componentTypeID=NFED&revisionDate=1099321320000](https://www.tms.va.gov/learning/user/deeplink_redirect.jsp?linkId=ONLINE_CONTENT_STRUCTURE&componentID=30086&componentTypeID=NFED&revisionDate=1099321320000)

7 Tenets of Taxi Terry: How Every Employee Can Create and Deliver the Ultimate Customer Experience by Scott McKain Publisher McGraw-Hill Audio AUDIO BOOK

10 Steps to Successful Customer Service By: Maxine Kamin

Book: 193 pages Publisher: Association for Talent Development © 2010

A Culture of Service: Creating Superior Customer Service That Lasts! By: David E. Reed Book: 112 pages

Publisher: CornerStone Leadership Institute © 2007

Beyond the Familiar: Long-Term Growth through Customer Focus and Innovation By Patrick Barwise Sean Meehan

Publisher John Wiley & Sons (US) BOOK

Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World By Steve Andersen, Dave Stein

Publisher AMACOM BOOK

Customer Focused Process Innovation: Linking Strategic Intent to Everyday Execution By David Hammer Publisher McGraw-Hill BOOK

Customer Knowledge Management: Leveraging Soft Skills to Improve Customer Focus By Soumit Sain Silvio Wilde Publisher Springer BOOK

Customer Service Training: Critical Elements of Customer Service By: gtslearning Book: 82 pages  
Publisher: GTSLearning © 2013

Customer Service Training By: Kimberly Devlin Book: 224 pages Publisher: Association for Talent Development © 2015

Customer Service Training 101, Second Edition By: Renée Evenson Book: 239 pages Publisher: AMACOM © 2011

Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary By: Steve Curtin Book: 209 pages Publisher: AMACOM © 2013

Delivering Effective Social Customer Service: Manage Customer Experience and Corporate Reputation By: Carolyn Blunt, Martin Hill-Wilson Book: 250 pages Publisher: John Wiley & Sons © 2013

Extreme Trust: Honesty as a Competitive Advantage By Don Peppers Publisher Gildan Media ISBN 9781469087498 Book ID 58316 Copyright 2013 AUDIO BOOK This audio edition shows you how to earn — and keep — the extreme trust of everyone with whom your company interacts. Read by the authors.

Great Work: How to Make a Difference People Love By David Sturt Publisher McGraw-Hill Audio ISBN 9780071833721 Book ID 62276 Copyright 2014 AUDIO BOOK This audio edition is filled with stories of real people in real jobs who did what was asked and then added something extra--a personal touch all their own--to deliver better-than-asked-for results.

Humble Consulting: How to Provide Real Help Faster By Edgar H. Schein Publisher Berrett-Koehler Audio ISBN 9781626567245 Book ID 112709 Copyright 2016 AUDIO BOOK This audio edition offers over two dozen case studies that illuminate each stage of a humble consulting process; enabling consultants to be more genuinely helpful and vastly more effective.

Humble Inquiry By Edgar H. Schein Publisher Gildan Media ISBN 9781469090870 Book ID 81673 Copyright 2014 AUDIO BOOK This audio edition shows how to build trust; encourage the free flow of information; and create positive relationships and healthy organizations.

Jobs to Be Done: A Roadmap for Customer-Centered Innovation By Stephen Wunder, Jessica Wattman, David Farber Publisher AMACOM BOOK

Outside In: The Power of Putting Customers at the Center of Your Business By Harley Manning Publisher Brilliance Audio ISBN 9781469207377 Book ID 71013 Copyright 2012 AUDIO BOOK This audio edition will teach you how to

master the six disciplines of customer experience; and shows how you can tap the transformative power of managing from the outside in.

Powerful Phrases for Effective Customer Service: Over 700 Ready-to-Use Phrases and Scripts That Really Get Results By: Renée Evenson Book: 305 pages Publisher: AMACOM © 2012

The Customer Experience Edge: Technology and Techniques for Delivering an Enduring; Profitable and Positive Experience to Your Customers By Reza Soudagar Publisher McGraw-Hill Audio ISBN 9780071810708 Book ID 56191 Copyright 2012 AUDIO BOOK This audio edition gives you a cost-effective; sustainable way to provide an unforgettable experience to your customers that builds loyalty and turns it into real; measurable profits.

The Customer Loyalty Loop: The Science Behind Creating Great Experiences and Lasting Impressions By Noah Fleming Publisher Gildan Media ISBN Unassigned Book ID 120026 Copy right 2016 AUDIO BOOK This audio edition includes proven; science-backed secrets for building legions of loyal customers who will become evangelists for your business; buy from you repeatedly; and actually enjoy doing business with you.

The Customer Loyalty Loop: The Science Behind Creating Great Experiences and Lasting Impressions By Fleming Publisher Career Press Inc. BOOK

The Customer Service Solution: Managing Emotions, Trust, and Control to Win Your Customer's Business By: Sriram Dasu, Richard B. Chase Book: 240 pages Publisher: McGraw-Hill © 2013

The Customer Service Survival Kit: What to Say to Defuse Even the Worst Customer Situations By: Richard S. Gallagher Book: 208 pages Publisher: AMACOM © 2013

The Effortless Experience: Conquering the New Battleground for Customer Loyalty By Matthew Dixon Publisher Gildan Media ISBN 9781469027746 Book ID 75737 Copyright 2013 AUDIO BOOK This audio edition takes you on a fascinating journey deep inside the customer experience to reveal what really makes customers loyal—and disloyal. Read by the author.

The Leap: The Science of Trust and Why it Matters By Ulrich Boser Publisher Brilliance Audio ISBN 9781480589018 Book ID 75108 copyright 2014 AUDIO BOOK This audio edition explores how we trust; why we trust; and what we can all do to deepen social trust.

Veterans Benefits For Dummies By: Rod Powers book: 384 pages Publisher: John Wiley & Sons © 2009

Win the Customer: 70 Simple Rules for Sensational Service By Flavio Martins Publisher Gildan Media ISBN 9781469062822 Book ID 104177 copyright 2015 AUDIO BOOK This audio edition gives listeners practical; powerful techniques for energizing the way they interact with the people who drive their business.

Winning With People: Discover the People Principles That Work for You Every Time By John C. Maxwell Publisher Thomas Nelson ISBN 9780785260912 Book ID 43561 Copyright 2005 AUDIO BOOK This audio edition teaches the

most sophisticated leaders and salespeople skills that will make them even better; and relational novices will learn skills that can transform them into relational dynamos.