



## **NEWS & INFORMATION**

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# PCM Staff attend Seminar to Enrich Customer Service Skills

## Professionalism, Empathy Key Concepts of Five Star Customer Service

August 26, 2011...As part of on-going customer service training, Professional Community Management (PCM) Staff at Laguna Woods Village participated in two, half-day, specialized Customer Service workshops presented by Associa, PCM's parent company.

Professional Community Management's Jerry Storage, General Manager of Laguna Woods Village, commented "We are committed to ongoing training of Staff to provide the best possible customer service to our residents. The customer service training provided by Associa will help our team achieve our goal of exceptional customer service."

Associa's Vice President for Integration and Special Programs, Margey Meyer, with CCAM and PCAM certifications, presented this informative training. Named Community Associations Institute's (CAI) "Educator of the Year" twice, she is a nationally recognized educator, speaker, advocate, and author in the field of managing and developing community associations.

"Exceptional customer service for both internal and external customers is our goal," explained Meyer. Her approach toward superior customer service includes empathizing with customers, and turning those customers into "raving fans." Meyer presented several cleverly-named service techniques, such as Lessons in Listening, Telephone Triumphs, Voice Values, and Forbidden Phrases, to teach attendees how to give every customer five-star service.

Attendees were given real world, community management-type situations which may arise in a typical workday and went over the ideal outcomes. Trainees

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practiced being professional, caring, and empathetic with an “unhappy customer”, and were given feedback by the instructor and their peers.

Gail McNulty, President of United Mutual, appreciates the ongoing training PCM offers its employees. She says, “The high average scores of the United service satisfaction survey, especially in the areas of professionalism and courtesy, are due in no small part to the customer service training that the PCM employees receive on an ongoing basis.”

“Even people who have already had extensive customer service training can benefit from ongoing training,” said Meyer. “What I want trainees to take away from this presentation is the cardinal rule of customer service: treat all customers the way you would like to be treated.”

“Over 140 employees, including our Property Services staff, were trained during this two-day workshop,” says Storage. “Valuable customer service tools and techniques were either introduced or reinforced for the attendees. Staff will apply this customer service training in their daily interactions with the Village residents.”

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*ABOUT LAGUNA WOODS VILLAGE: Laguna Woods Village is the largest retirement community in California, featuring 12,736 homes and approximately 18,000 residents. Laguna Woods Village is a gated, age-restricted community for active seniors. Just ten minutes from the Laguna Beach coastline, the Village is located on 3.8 square miles (2,100 acres) of rolling hillsides in south Orange County, California.*

*Laguna Woods Village is professionally managed and staffed by Professional Community Management, Inc.*

*For more information on Laguna Woods Village, please go to [Lagunawoodsvillage.com](http://Lagunawoodsvillage.com)*