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**Presented at ASTD DemoFest, September 23, 2011**

Project Name: Customer Service in the Trial Courts Training Course

Project team:

1. Linda Shafer, producer/manager;
2. Representatives from Placer County Superior Court, Sacramento County Superior Court, San Joaquin County Superior Court, and Stanislaus County Superior Court;
3. Version3 (customized website design, multimedia & mobile apps endeavors; contact: Andy Brooks, (916) 641-0113, abrooks@version3.com);
4. UpShot Productions (industrial videos, commercials, documentaries; contact: Ken Nicholson, (916) 601-2028, ken@upshotproductions.com).

Problem: Two commonalities in training needs assessment of court staff: (1) Requests for more customer service training, and (2) anticipation of difficulty letting staff attend trainings due to work load issues.

Project: Asynchronous on-line customer service training for four California trial courts (approx. 1,500 staff). Streams videos filmed in “point of view” (i.e., from customer’s vantage point), of 84 customer service interactions into 92 vignettes, each vignette with 3 separate but related scenarios. Creates quizzes from 20 randomly selected vignettes; can create quizzes that focus on specific theme or multiple themes. All vignettes categorized and cross-referenced: Above & Beyond (going beyond minimum); ADA; Diversity (cultural, linguistic, etc.), Emotional (loud & scary customers), Legal Advice vs. Legal Information, PIA (potentially irritating & annoying, or potentially intimidating & aggressive), and Professionalism.

Platform: Modular Object-Oriented Dynamic Learning Environment (aka MOODLE), a free and open source course management system (<http://moodle.com>).

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