Transit Ambassador
Train the Trainer Program

CUTA's successful Transit Ambassador Train-the-Trainer Certification Course was updated in 2007 to focus on more effective training styles and reinforce the growing importance of excellent customer service for all Transit Employees and Management

In a Train the Trainer format, transit system employees are trained by CUTA Master Trainers to become trainers themselves. They are provided with the topical knowledge and training skills needed to return to their place of work and implement their own training programs. This gives the transit system the freedom to train other employees and transfer these new skills when needed. Train the Trainer participants feel an immense amount of accomplishment upon completion of our programs and they carry their new skills with confidence back into the workforce.

The Transit Ambassador Program consists of 4 Core Modules that all trainers must be certified to train. There are 9 additional Customer Service Modules targeting specific employee groups to train or specific customer service situations.

Transit Ambassador: Train-the-Trainer

Four-Core Modules

Module 1: Essentials of Customer Service
This module introduces the basic principles of customer service as they apply to the transit environment. It is an effective introduction for new recruits and for refresher sessions. Training Principles presented include the concepts of customer service being a job expectation, not value added, and that customers are both external (passengers/public) and internal (transit team). The definition of excellent customer service is explored throughout the module. The focus of the learning objectives and behaviour keys is to equip front line operators with customer service skills that are immediately usable at work.

Module 2: Effective Communications
Communicating effectively in public contact situations is the theme of this module, concentrating on how to listen, observe and speak while maintaining respect for the customer, avoiding misunderstandings and verifying comprehension of the message. Content includes the use of and understanding of active listening, non-verbal communication, question skills, as well as problem solving communication breakdown scenarios. Tasks and video are based on real operator communication experiences.

Module 3: Managing Customer Feedback
This module facilitates an understanding of why people complain and encourages employees to take advantage of the opportunity to address a situation positively. The principle of this component is that a complaint is preferable to a silent dissatisfied customer, as it allows the situation to be addressed and explained. It encourages employees to handle complaints without becoming defensive or taking them personally, remaining professional, calm and in control. Practical behaviour strategies are practiced in various interactive activities.

Module 4: Managing Stress
This module acknowledges the high stress level involved in operating a transit vehicle while maintaining a pleasant disposition towards all customers. It recognizes the difference between positive and negative stress, and allows participants to identify specific symptoms and their causes. Participants develop personalized de-stressing techniques that can be used to relieve stress on the job.

Additional Modules

Module 5: Special Needs

Module 6: Difficult Situations

Module 7: Dangerous Situations

Module 8: Effective Announcements

Module 9: Diversity in Transit

Module 10: Advanced Customer Service Training for Experienced Operators

Module 11: Customer Service Inside Out

Module 12: In the Driver's Seat

CUTA ACTU
CANADIAN URBAN TRANSIT ASSOCIATION
ASSOCIATION CANADIENNE DU TRANSPORT URBAIN

TRANSIT AMBASSADOR

Registration Form

Transit Ambassador - Train the Trainer

Program Information

When: September 12 - 16, 2011

Where: BC Transit
Langford Facility
1000 Henry Eng Place
Victoria, BC
V9B 6B2

Fee: Members
$1,495 + HST

Non-Members
$2,295 + HST

Course fees include registration and materials for the three modules. Travel and accommodation costs are not included.

Cancellation Policy: Payment is due upon registration. If you must cancel, you may do so one month prior for a full refund or two weeks prior for a 50% refund.

Fax your registration form to 416-365-1295

Have a question?

Contact: John Moudakis
Phone: 416-365-9800 ext 102
E-mail: moudakis@cutaactu.ca

Name

Role

Organization

Address

City/Town Postal Code

Phone Fax

E-mail

Method of Payment (Please check one)

Invoice O Credit Card: VISA O Master Card O

Card Number Expiry Date

Name on Card

Signature