



SAFETY ORIENTED CUSTOMER SERVICE®

COURSE OBJECTIVES



Education, Prevention, and Mitigation for Violence in the Workplace

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Safety Oriented Customer Service®

Modules and Objectives

The Safety Oriented Customer Service® (SOCS®) Training Program is designed to provide extraordinary customer service while maintaining safety in the workplace.

Safety Oriented Customer Service (SOCS®) is a specialized training program by Personal Safety Training, Inc. (PSTI) that stands alone yet complements the efforts of the AVADE® Training Programs. Designed for professionals in environments where conflict, aggression, and public interaction are common, SOCS® equips participants with the habits, skills, and actions needed to deliver extraordinary customer service while maintaining personal and workplace safety. Unlike generic “smile-and-be-happy” approaches, SOCS® goes beyond superficial techniques to build lasting, safety-conscious service habits that enhance satisfaction, retention, and loyalty while reducing complaints. From healthcare staff to security officers, bartenders, and first responders, SOCS® empowers those who serve to do so effectively, confidently, and safely—every day.

YOUR ATTITUDE

The learner will identify how personal attitude impacts customer service interactions and demonstrate an understanding of how adopting a positive, proactive mindset contributes to better outcomes for both the customer and the organization.

YOUR PRESENCE

The learner will recognize how their physical presence—including posture, facial expressions, and body language—impacts customer perceptions and will demonstrate techniques to project a positive, professional, and customer-friendly presence in service interactions.

CHOICE AND MISSION

The learner will identify the importance of personal and organizational mission statements and apply core values to develop a personal mission statement that aligns with their purpose, choices, and commitment to customer service excellence.

TRUST YOUR INTUITION

The learner will recognize the role of intuition in personal awareness and customer interactions, identify key intuitive signals, and apply strategies to develop and trust intuitive insights that enhance service, communication, and safety.

MEETING AND GREETING

The learner will demonstrate professional and respectful customer engagement through effective meeting and greeting behaviors, clear communication techniques, and service-oriented etiquette that promotes trust, satisfaction, and customer retention.

ELECTRONIC COMMUNICATION

The learner will apply effective and professional communication practices when using electronic devices—such as phones, radios, and email—to enhance customer interactions, ensure message clarity, and maintain workplace etiquette and security.

MANAGING YOUR STRESS

The learner will recognize the physiological and psychological effects of stress, differentiate between distress and eustress, and apply proven strategies—such as conscious breathing, positive thinking, and time management—to reduce stress and improve personal well-being and customer service performance.

BUILDING RELATIONSHIPS

The learner will identify key behaviors that strengthen customer relationships—including courtesy, empathy, active listening, and commitment—and apply practical techniques such as making emotional bank account deposits, adapting to different customer types, and using effective communication strategies to build trust, resolve conflict, and foster long-term loyalty.

YOUR PERSONAL SAFETY

The learner will apply foundational AVADE® Safety Principles—including Awareness, Vigilance, Avoidance, Defense, and Escape—to recognize and respond effectively to escalating customer behavior, ensuring personal safety and maintaining professionalism through proper stance, distance, and de-escalation strategies..

PERSONAL LEADERSHIP

The learner will identify and apply key personal leadership traits—including integrity, motivation, authenticity, and humility—to elevate customer service performance, foster teamwork, and engage in continuous self-improvement through disciplined evaluation and personal growth strategies.