



Workshop Planner: Customer Service Training @ a Service Company

Existing Performance	Cause(s) for Gap	Expected Outcomes
<ul style="list-style-type: none"> Highly rated customer service (Angie's List, etc.) Outstanding community reputation Occasionally inconsistent service delivery, especially with larger projects Inconsistent internal service between departments 	<p>Customer service is important at a high level, but not ingrained in our culture:</p> <ul style="list-style-type: none"> No specific service training We aren't consistently reinforcing specific service concepts Most employees want to do a good job but don't have the "tools" 	<ul style="list-style-type: none"> Build on our successes to create a service culture Improve our already high level of service Improve consistency

	Before Training 26% of Learning	Training 24% of Learning	After Training 50% of Learning
Participant	<ul style="list-style-type: none"> Set a learning goal prior to coming to class. 	<ul style="list-style-type: none"> Actively participate with an open mind 	<ul style="list-style-type: none"> Apply the skills learned in the class
Supervisor	<ul style="list-style-type: none"> Set specific goals for improved service (service ratings, customer feedback, etc.) Help employees set learning goals prior to class 	<ul style="list-style-type: none"> Attend the training to be aware of what employees are learning Provide adequate coverage so employees can attend the training uninterrupted 	<ul style="list-style-type: none"> Discuss the customer service skills in team meetings and in one-on-one discussions with employees. Compare pre- and post-training customer service data and shared progress with the team.
Trainer	<ul style="list-style-type: none"> Gather relevant examples to use in training 	<ul style="list-style-type: none"> Deliver the training program Emphasize internal customer service, responsiveness, follow-through, problem solving, and delivering service over the phone 	<ul style="list-style-type: none"> Provide coaching tools for supervisors to continue working with their team Facilitate a post-training meeting with the management team to discuss ways to continue the learning