

Empathy Measurement and Coaching Programme



Client needs and Objectives:

Having recently made significant improvements to the processes involved in delivering service to customers, the management team now wanted to look at the human interface. Low industry rankings and adverse customer feedback indicated that this was an area that needed urgent attention. We were asked to design and deliver a training programme that would give Team Leaders and managers the tools and skills they needed to coach their people to give great service over the phone. Speed was of the essence, in a period of rapid change, in order to support the desired new customer focused culture and deliver competitive advantage.

➤ What we did:

- Empathy Measurement and On-site discovery
 - To find out what was currently happening
 - How customers were feeling and why
 - To establish what skills and training people had already had
 - To understand the current and desired culture
 - To gauge how people were feeling about all the changes that were underway
- Programme design
 - 2-day workshop for managers
 - Empathetic calls – the key elements
 - Practical coaching skills
 - Illustrated with real recorded calls from different centres
 - Incorporating material for managers to cascade to staff
- Delivery to all managers
 - 6 centres
 - Training team – to link to induction

➤ Outcomes:

- Enthusiastic response from delegates
- Excellent feedback from front-line staff
- Coaching programme undertaken across all centres
- Significant improvement in quality of service
- Vast reduction in customer complaints