



Thomson Reuters - *Client Needs and Objectives*

In a fiercely competitive marketplace and with a brand name that is respected throughout the world, Thomson Reuters have recognized that it isn't sufficient just to be technically competent and to deliver information quickly. In order to maintain and improve their market position, they aspire to deliver consistently exceptional service. They asked us to design a skills programme for customer-facing staff that would;

- Increase focus on customer service skills in a technical environment
- Raise individual awareness of current strengths and opportunities for improvement
- Further improve customers' perceptions of the quality of service they receive as a means to gaining competitive advantage
- Engender a sense of personal ownership and inspire people to strive to deliver excellent service
- To build internal relationships and provide a 'common language' to link and align different centres and operational areas.

➤ **What we did**

- Engage managers from all functional areas in programme design
- Source recorded calls and video footage from European, American and Asia-Pacific centres
- Design 2-day workshop incorporating interpersonal skills and NLP principles
- Roll out programme in London, Geneva, Sydney, St Louis
- Train and support managers and internal Champions
- Prepare and launch self-assessment programme
- Prepare materials for e-learning
- Provide materials and coaching support for follow-up activities

➤ **Outcomes**

- Engaged technical people – recognizing importance of 'how you say it'
- Raised profile of importance of service quality
- Senior Management attendance and support
- Common aims and shared language across the operation
- Improved customer service ratings