



Increase skills in dealing with upset customers in high-volume call center

International insurance services call center

Our level of responsibility

I had total responsibility for the design and implementation of this program. I worked closely with the General Manager and Customer Service Manager.

Duration of the engagement

1 year

The problem(s) presented to us

How to upgrade the customer communication skills of the tele-service reps, who work in a very stressful environment, taking 200 calls a day from irritated callers. Since the executive wanted to reinforce the learnings, he wanted individual coaching to follow the seminar.

Our steps in solving the problem

- Monitor a representative sample of the reps to assess their level of customer communication skills
- Interview managers to see what skills they think need to be improved.
- Design and deliver one-day "Customer Service Survival Skills" program
- Coach each participant in real time, monitoring their calls with them and coaching them afterward.
- Train the leads/supervisors on how to coach their staff.
- Hold training classes each quarter for new hires.

Results achieved

Nearly all of those who attended the seminar and received the coaching showed a marked increase in their customer responsiveness, as shown by before and after monitoring sheets. The company increased their client base, because prospective clients could hear how professional their account was going to be handled.

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