



Transform Key County Department Into Customer-Focused Team

Rebecca's level of responsibility

Having sole responsibility for the design and implementation of this program, I worked closely with the Director.

Duration of the engagement

15 months

The problem(s) presented

The client wanted to increase the customer sensitivity and responsiveness of her 90-person department.

Steps in solving the problem

After meeting with the Director, I learned that her staff lacked consistent customer service skills. They often received complaints from their customers.

Instead of the one-day training for all staff that she originally wanted, I convinced her that dividing the 90 employees into 3 groups and providing 2-hour training in 4 sessions over 2 months would have a higher ROI. The highly interactive and engaging sessions ended with each person committing to a behavior change before the next session in two weeks.

At the end of each day's training, I met with the 15 managers and supervisors to discuss how they could ensure the new behaviors were being demonstrated by each staff member. They then followed up with each of their team to discuss what the teammate would be working on so the manager/supervisor could reinforce it.

Additionally, she wanted monthly follow up, so 5 key managers enrolled in the Managers Discussion Guide Program, where I provided them a monthly module to deliver with their staff.

Results achieved

The Director reported that as a result of this program the number of complaints has been reduced to nearly zero — a major accomplishment with a department serving thousands of customers each month. Additionally, the number of positive comments and emails has gone up.

The staff is taking more responsibility to ensure customers are served well. Because of the ongoing monthly discussions, they are continually working to improve their individual customer service behaviors. The managers are also stepping up because they are given a monthly tool to interact positively with their staff.

Morgan Seminar Group

1440 Newport Ave. ▲ San José, CA 95125-3329 ▲ 408/998-7977 ▲ Fax: 408/998-1742
Rebecca@RebeccaMorgan.com ▲ www.RebeccaMorgan.com