



Get new hires up and running quickly with self-study customer service training program

Computer bookstore chain

Our level of responsibility

I was responsible for the total design and implementation of this project, working closely with the company's COO, CEO and Regional Manager.

Duration of the engagement

15 months

The problem(s) presented to us

How to immediately train newly-hired "Information Specialists" in store procedures and customer-focused communication. They must begin their training on their first day, but a manager or associate is not usually available to spend as much time as needed to train them well. So a self-study training process was created that included "practicums" at the end of each module, which required a manager to role play with the trainee to check for understanding.

Our steps in solving the problem

- Held focus group with executives to understand their issues, and clarify their expectations.
- Visited all stores to determine current level of service.
- Read the company's procedures.
- Interviewed content experts.
- Determined training and design process for customized, self-study materials to fit the company's customer communications needs.
- Wrote and designed self-study materials for the Information Specialists to understand customer service processes and concepts.
- Created "practicums" for the managers to test the Information Specialists' ability to apply the concepts to real situations.
- Wrote leader's guides for the managers.

Results achieved

This training program was delivered to the client. The client was to complete the tests for each chapter, and have a group training to introduce the program. In the interim, the company was sold. The current owners want to continue with the project, but other priorities have kept key individuals from completing the tasks needed to move forward.

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