



CASE STUDY

THE MANUFACTURING COMPANY

Feedback Scores

100%

“
I've never paid 100% attention in a day of training prior to this. The facilitator makes it impossible to not be actively paying attention which in turn makes me want to be sure to understand so I can apply this to my daily activities.

Good information overall. Fun and interactive making it a positive learning experience.

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The Opportunity

A hearing aid manufacturing and sales organization based out of Kitchener Ontario with a number of different lines within the hearing aid business world. Their motto is to help people with hearing loss fulfill their potential while living the life they choose - with the hearing they have.

Management realized in order to be competitive within the industry, they had to increase their level of excellence within their customer service and account teams. What attracted them to CSPN was our CCSS© designation process that guaranteed a level of excellence within customer service, as well as insuring that the staff felt valued in their front-line role of delivering customer service to their clients.

- Every contact is an opportunity
- Selling is becoming an increasingly important part of the frontline Customer Service Representatives job
- Positioning CX Reps with the skills to ensure each transaction creates a memorable experience
- Develop the skills, knowledge and motivation CX reps need for education, cross-selling and up-selling

The Customized Solution

Because the leadership team wanted the entire staff to go through the training process, CSPN created a customized solution that would work for the client. Through of in-depth needs analysis and customization process, we worked with the client to refine the course to focus on the key learning objectives that staff needed to improve their customer service skills and attitude.

CSPN then managed all scheduling and coordination logistics and delivered sessions on a bi-annual basis across their Ontario locations. What made the learning powerful by enabling and supporting behavior changes was the pre-work that the CSPN Learning and Development and leadership team did to make it relevant. This included creating and integrating client specific scenarios, FAQ's and case studies that participants were currently dealing with and likely will be dealing with in the future.

The Results

CSPN was able to deliver industry specific and non-industry insights providing participants foundational knowledge they need to be successful . Upon completion of training, participants gained the confidence and skills to consistently deliver service excellence to their customers. Some of the takeaways participants left with are:

- Increased confidence in working with challenging customers
- Better team-work with internal customers and stakeholders
- A boost to the morale through highly engaging learning experience
- A level of consistency in the key competencies of great service across their departments