



CASE STUDY **THE REAL ESTATE DEVELOPER COMPANY**

The Opportunity

Our client is an award-winning, diversified real estate enterprise involved in property management and acquiring and developing commercial, industrial and infrastructure properties across Canada. With a strong commitment and emphasis on their core values - **integrity, service and quality** - the organization strives to improve and maintain its relationships within the communities they work in to deliver excellent client experiences.

As our client truly takes pride in their service, the organization identified that in order to reinforce their core values, they must invest in a professional development training program that would help develop their team's skills, knowledge and behaviors to **consistently deliver world-class customer experiences with confidence**. Over the past 2 years, CSPN has assisted the real estate enterprise develop a 'client-centric' mind-set that has inspired and motivated employees to understand how to improve client service experiences and provide superior levels of service regardless of any situation.

CSPN worked with the leadership team to develop a customized program entitled **Delivering Responsive Customer Service** that was specific to the organization and its needs. In order to differentiate their client's services from the competition, it was vital to implement various modules that incorporated not only the foundational pillars of world-class service, but ideas and techniques centered around managing client expectations, engaging in active listening and utilizing effective communication skills that would elevate the overall client experience.

The objectives of this course were to engage participants to:

- Understand what it means to be 'client-centric' and how to consistently deliver service excellence.
- Recognize client values, priorities and challenges and how to deal with difficult situations using a proven model for conflict resolution.
- Utilize effective active listening and communication skills when servicing clients with different personality types.

The Customized Solution

To ensure there was a consistent level from all teams the leadership team requested a program that would communicate the essentials of service and connect with all staff. CSPN created a customized program to ensure that not only was the training educational, but engaging and interactive. Additionally, we honed-in on the key modules that these employees needed to enhance their coaching and leadership skills to their fullest potential.

CSPN's Learning and Development team created scenarios, FAQ's and case studies that were applicable to the organization's internal and external customer interactions. Our customization process was rigorous and ensured the right curriculum was being delivered to each employee.

Delivery Schedule

After the initial Delivering Responsive Customer Service training session in Vancouver, our client received exceptional feedback from participants. Consequently, the organization contacted CSPN again to hold another session in Toronto for 40 participants in the Ontario region. Each session was successfully delivered by CSPN's VP of Learning & Development who received near perfect reviews. Currently, CSPN continues to work with the organization to look at the delivery of other customized learning experiences for their team across Canada.

The Results

CSPN delivered insightful and applicable training programs for our client over the past 2 years. The average Net Promoter Score for these training programs have been a consistent 100% and the organization received a participant satisfaction score of 96% for all sessions.

Participants in all locations thoroughly valued the Delivering Responsive Customer Service program. Prior to this training, participants felt they were not equipped with the ability to understand various client personalities and behaviors, utilize conflict resolution techniques or communicate effectively.

The immersive delivery style, customized messaging, learning activists and reinforcement strategies of program changed this.

Post-training, participants left with:

- Increased confidence in creating positive and responsive client experiences.
- Better understanding of how to work effectively and collaboratively as a team.
- Ability to handle difficult and challenging situations with assertiveness and conflict management techniques.
- In-depth understanding of how to manage client expectations and how each individual contributes to the success of the organization.