



Conversations with Kate
PROGRAM No. 2
Why Customer Service
Training Doesn't Work
Program Pointers

Conditions Required for Customer Service Training to “Work”

- High trust between management and staff
- High employee engagement
- Clear understanding of the reason for and value of improved customer service
- Understanding by employees of the reward associated with the extra effort
- A deep connection between people, purpose, and performance.
- An employee view that customers and the customer experience is important
- An employee belief that they are valued and well served by their organization

Easy-to-Implement Reinforcement Ideas

- Above all, ensure that the participants' managers received a copy of the training material and intended outcomes.
- If appropriate, conduct a pre-training skills assessment and post-training skills assessment.
- At the end of a training session, ask participants to write a personal action plan with their top three commitments listing what they will do differently immediately, within seven days and within 30 days. Then ask them to share those plans with each other and with their bosses.
- Ask the participants to prepare to teach back key elements from the program when they return to their work locations.
- After training occurs, offer a thirty-day webinar, conference call, or meeting to revisit the training content and discuss scenarios and questions that have come up since the training.

Tips for Positioning Training

- Explain the history of the service problem or problems and the impact those problems have on clients, the organization, and the employees.
- Explain what will happen to the organization if NOTHING IS DONE and what that means to the employees.
- Explain what will happen when TRAINING is effective, what results will likely occur, and how this will impact the employees.

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- Language that works best are phrased such as “We are investing in you so we can all achieve _____.” “We listened to your concerns and we addressing them through training so we can all do _____.” “This training is being provided to support you so that you can avoid _____, increase _____, and have a better _____ at work.”

Questions to Ask a Training Company

- How will you discover the exact training needs we have so that our training has the greatest potential impact for our people, the organization, and our clients/patients/customers?
- How will you assess or measure the participant’s current level of competence prior to training, and assess the same after the training is completed?
- How will you know that learning is taking place during the training course?
- Based upon your needs assessment, which training modalities will you be using with our people and why?
- How will you help us reinforce the training after it has been delivered?
- What tools will you provide to our managers in advance of the training and after the training to best support their ability to follow up with their training participants?
- What are the specific new behaviors and intended outcomes in specific, measurable terms that should result from this training?
- What leadership effectiveness and team building training do you offer in support of our efforts to improve our customer service?
- What is the financial return on investment for this specific training investment, in the short-term and the long-term?

For additional information about customer service training for your group or to speak with Steven Rowell directly, please contact us at info@businesstrainingworks.com or by telephone at 301-934-3250.

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