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Customer Service Training

The Challenge

When a customer calls an organization for assistance, it represents an important point of contact with that customer. The customer's experience is affected directly by the quality and training of the Customer Service representative with whom they speak. Successful customer service depends on the following:

- Listening skills
- System and software skills
- Products, process, and procedures

When learners are taught these skills independently, and then asked to perform the job, because they need to use all the skills simultaneously.

In addition, most organizations would like to train new people when they begin working, rather than wait until enough new people are hired to make up a larger class.

The Solution

Training solutions teach the skills in an integrated fashion, in which the learner practices all skills and knowledge together with a case-based, Performance Centered Learning approach.

Training is provided in a modular, self-paced format, using a "high-tech, high-touch" approach. Programs consist of a blended mix of online training, instructor-led training, and structured facilitator meetings.

The Benefits

- Consistent - ensures that every person obtains the best-quality instruction, and achieves the integrated listening, system and product skills.
- Timing - can be delivered immediately, on the first day of hire if desired, instead of waiting for a class to be scheduled.
- Employees are brought to proficiency quickly, thereby increasing productivity.

Social Security Administration Customer Service Reps (CSR's)

The Social Security Administration (SSA) annually hires and trains hundreds of Claims Representatives (CR's) and Service Representatives (SR's) nationwide to administer SSA's Title II (social security) and Title XVI (disability) programs. These are very complex jobs that entail skill in using SSA systems, policy knowledge and interpersonal skills. Previous training of CSR's required 18 months to 3 years to become proficient.

Our case-based blended learning approach broke down learning into manageable "chunks" of learning activities, delivered through a variety of methods including virtual meetings, self-study, video on demand, and online guided simulations. A learning management system guides trainees and facilitators through the curriculum, and is also used by SSA management to track the progress of the training.

Initial Results:

- *Reduced time to proficiency*
- *Increased productivity*
- *Better customer experience*

Alzheimer's Association Contact Center

The Alzheimer's Association Contact Center (Client Services) provides essential support and counseling for thousands of Alzheimer's patients and caregivers daily. With the rapid growth and popularity of this new 24-hour Contact Center service, local association chapters needed Contact Center training. This previously consisted of one day (8-hours) of instruction, using a Powerpoint presentation and workbook materials, provided by 2-3 individual trainers and logistics personnel per session.

Our new program makes use of online training in combination with other training methods, such as facilitator-led or workbook instruction. Each of the 11 training modules is delivered in the most effective format. Online learning was reserved for the interactive, scenario-based learning activities. These engaging situations and scenarios probe learner understanding, and let learners practice skills, before being placed on live phone calls.

Results included lower cost per trainee, elimination of travel expenses, and gave the organization the capability to implement the Contact Center in all chapters nationwide, according to their desired schedule.

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