

Our Approach to CEM Training

Summary

Our Customer Experience Training identifies your needs and current performance levels, then involves your people in designing and delivering programs tightly customized to your desired outcomes. There are six stages to our program design and delivery:

1. We start with your brand proposition and your desired customer experience

Right at the start, we build a clear understanding of what your most profitable target customers value and expect from their experience of your organization, and the extent to which this is being delivered. Based on this, we can help you define a customer experience that is distinctive and intentional in delivering your proposition. This then creates a context for the training of management and frontline staff so that the behaviours we teach are directly linked to the experience you wish customers to have.

2. We identify what skills, behaviour and knowledge are needed to deliver your customer experience

We conduct research with employees and managers to understand their current levels of understanding of the brand promise and customer experience, and their knowledge, skills and motivation to deliver it. We also review existing training materials and measurement and reward systems. The outcome will be a detailed training design specification and recommended 'branded' training along with suggestions on how you align your measurement and reward systems with the customer experience.

3. We enable your people to take ownership in the design of the training

Our approach is to create a design team comprising our training experts and your own people to ensure that the learning design is relevant, realistic, engaging, and appropriately linked to other initiatives.

4. We prepare your own people to conduct the front-line training

We train your best people to train others and be 'brand champions'. This not only saves consulting and delivery costs but also ensures the organization does not have to rely on consultants for ongoing induction training. Most importantly, this creates ownership at the operational level rather than the initiative being something 'done to the organization' by consultants

5. We design learning that addresses immediate work challenges and fits around your work schedules

The sessions are designed to be delivered as a series of short, interactive modules, so that they can be easily accommodated without too much disruption to people's schedules. We train your brand champions and managers to deliver each module and reinforce these through real work assignments that help participants try out skills and approaches in the workplace. Learning is thus an incremental process of action and reflection leading to new insights and new ways of thinking and acting

6. We help you measure it against key strategic objectives

Senior management commitment is achieved by a clear, compelling business case which links the initiative to results and the means to track performance. For this reason all our projects will include a measurement process so that the impact can be monitored. Our scorecard combines customer experience measures with performance.