

# CUSTOMER SATISFACTION

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## Background

This client came to us via their in house retail training team who needed support to launch a nationwide sales initiative and train the front line staff to promote, cross sell and provide an outstanding customer experience.

## The Work

We formed a project team combining their in house team (representatives from project management, IT, training and management) and ourselves. We designed a ½ day workshop with supporting material and delivered it roadshow style across New Zealand. Each workshop was attended by a company representative and was evaluated. We then supported this with the creation of an on line version of the training to act as refreshers and to train new staff. We also created a number of bespoke training videos to support the key messages and made these available to the entire organisation via a Learning Management System.

## The Results

This process has been so successful that we have repeated it several times for other organisational training needs – including new sales initiatives, health and safety, coaching staff, customer service and new products and services. We are now 5 years in with this client and continue to work hand in hand with them...