

Information Builders

"The Impact training has been effective over the past year. I believe most TSRs took what they needed from the training in order to provide better support to our customers. The program was set up in such a way that it allowed TSRs to recognize their strengths and yet pointed out areas for improvement. Some actively worked on building rapport with our customers while others concentrated on handling those challenging and difficult calls."

- Information Builders Supervisor

Improving Customer Satisfaction and Retention**Situation**

Information Builders' technical support team had a wealth of experience and a solid track record for customer satisfaction, but had experienced some turnover in the past 2 to 3 years. Stu Madison, Vice President of Corporate Technical Support Services, decided to look for a training program that would enable his team to deliver world class service. This program would:

- Train technical support representatives in the US and other international locations to deliver world-class customer service.
- Train managers and supervisors on the coaching skills and tools needed to ensure a comprehensive program that would deliver sustainable results.

Action Taken

Information Builders turned to Impact Learning Systems to increase the communication skills of its Global Technical Support Team. Technical support representatives, supervisors, and managers completed the *Getting to the Heart of Technical Support™* online learning program. To ensure the success of the course, managers also completed the coaching program, *Making It Happen™*. All participants received the Technology Services Industry Association's CSP-I certification and the managers also received TSIA's CSP-M certification upon completion of the programs.

"This course is a great way to teach new customer support reps (and remind more experienced ones) of good practices for customer support. The classroom session is very fun and effective and also a great team building experience."

- Information Builders TSR

Results

- Customer satisfaction increased from 90% to 96.7%.
- Professionalism scores were 100% for three consecutive months following the training.
- Initial response scores reached 100%, for the first time, in February 2009.
- Technical proficiency was at 98%.
- Satisfaction for resolution time was at 92%.



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