



Improving Customer Service & Communication Skills

"I use Netezza Support probably the most of anyone within my company. I have always been impressed with the excellent service that I have received each and every time. I have not received the same type of care from any other software vendor. So, I am one very happy customer."

"The engineer not only helped to fix the problem that the support ticket was opened for, but he suggested a little preventive maintenance / system tuning to do as well. It was excellent!"

Situation

Netezza's Technical Support organization was looking to improve Net Advocacy (customer retention and referral) rates. Although Netezza already had a customer satisfaction score of 99%, John Forrest, Director of Technical Operations, wanted to focus on attaining and surpassing the company goal of a 4.0 Net Advocacy score. To reach these goals and improve his team's communication skills, John decided to invest in his team.

Action Taken

Netezza turned to the Technology Services Industry Association (TSIA) and Impact Learning Systems to improve their Net Advocacy numbers and overall customer service. The first program implemented was *Essentials of Technical Support*™ to help set the foundation for strong communication skills. To improve the technical troubleshooting abilities of the 28 technicians, they then completed *Diagnostic Troubleshooting*™. Both programs included online modules which allowed Netezza's employees to complete the initial training at their own pace. Impact then facilitated on-site training sessions to reinforce the skills learned online. Upon completing the learning and passing the skills exam, Netezza technicians received certification and industry recognition through the TSIA.

Results

With the implementation of both programs, Netezza was able to achieve their initial goals. They were able to go from a 49% Net Advocacy rating to a high of 53% in three months, an 8% improvement. They maintain an average Net Advocacy rating of 4.0. Netezza also received the TSIA STAR Award for "Best Use of Metrics and Business Intelligence." Netezza will continue to work with the TSIA & Impact Learning to assist John Forrest with his goal of continuing to raise the bar.

"I found all my staff both here in the US and abroad valued the experience of the class from Impact Learning. Although they are all long term support engineers and know the business, they found the class refreshing and enlightening. Since attending the class there has been an almost subconscious attention to how customer interactions are managed. The increase in awareness of the individual who logged the problem has resulted in increased customer satisfaction with the biggest gain in our scores for the technical support engineers' professionalism and courtesy, and a corresponding improvement in overall satisfaction."



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