

ascom

*"The engineers know this stuff
but Impact Learning Systems got
them to use it..."*

Mark Laing
Regional Support Manager
Ascom TEMS

Improving Productivity and Communication Skills

Situation

Ascom TEMS (formerly Ericsson) technical support was looking to become more customer focused by changing the engineers' mentality toward customer communication. With their customer satisfaction score at 3.5 (on a 5 point scale), management wanted to focus on improving customer satisfaction rates to achieve the company's customer satisfaction goal of 3.9. In addition to their main goal, TEMS also wanted to focus on the following areas:

- Continuing to be professional even after an engineer becomes familiar with the customer
- Understanding customer needs
- Dealing with upset callers
- Classifying issues properly
- Improving overall communication skills (verbal and written)
- Increasing productivity

Action Taken

Ascom decided to partner with Impact Learning Systems due to Impact's emphasis on business results and their blended learning format. This format offered a combination of online learning and classroom reinforcement which allowed Ascom to maintain productivity levels while completing the training requirements. Mark Laing, America's Regional Support Manager, selected the training program *Getting to the Heart of Technical Support™* for the technical engineers, and *Getting to the Heart of E-mail Communication™* for the entire staff.

The programs included online modules which allowed Ascom's employees to complete the training at their own pace. Once the online learning was complete, an Impact trainer facilitated an on-site training session to reinforce the skills learned in both programs and coached the manager on how to follow-up the learning with on-the-job reinforcement tools.

Results

The positive reaction to the program and extensive management reinforcement resulted in the TEMS business unit beating their goal of 3.9 and achieving a customer satisfaction score of 4.1 seven months after training was completed. One year later, the score had increased to 4.19, a 20% improvement!

"Impact helped the engineers recognize that not all customers are technically savvy. They need to speak to the customer's level and not just be a technical guru all the time..."



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