



Increasing Customer Satisfaction and Professionalism

Situation

BancTec, a well-respected company that specializes in the management of business finances and documents also sends technical support representatives to many Fortune 500 companies. Although these field service professionals are experts in the area of technical support, they were in need of customer service training so that they could communicate more effectively with their customers and further separate themselves from their competition. BancTec found it expensive and difficult to train their representatives who were dispersed in many different geographical locations. Impact Learning Systems was selected to provide a solution.

Action Taken

Our job was to remotely train BancTec's field service representatives via the online portion of *Getting to the Heart of Field Service™*, one of our blended learning programs. This CompTIA-accredited program was specifically developed for field service reps to teach them how to interact with customers in a professional manner while being friendly and building rapport.

We also conducted web conferences with managers and supervisors to teach them methods to reinforce skill use on-the-job, and provided specialized reinforcement tools so managers could continue to coach their employees and encourage them to incorporate the learning into their performance on the job.

Results

The training initiative yielded exceptional results. Within one month after the conclusion of the training programs, managers at BancTec observed the following:

- A 37% increase in customer satisfaction scores
- A 25% increase in professionalism scores



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