

OLYMPUS

Rob Cermak
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"The Impact Learning program confirmed what our internal measurements have been telling us and reinforced how essential customer service is to our business. As an organization committed to improving people's lives, we are dedicated to providing outstanding customer care. It is important that we consistently look to exceed customer expectations and satisfaction. In doing so, we hope that our customers will build a long term partnership with our organization."

Receiving Prestigious Recognition for Customer Service**Situation**

Olympus Medical's Field Service and Support division has historically focused on the technical acumen of their support engineers. Though already ranked in the 90th percentile of Gallup's business-to-business poll, Olympus set a goal to increase their customer satisfaction score and ultimately shift their focus from the technical aspects of the service call to the overall customer experience.

Action Taken

Olympus turned to the Technology Services Industry Association (TSIA) and Impact Learning Systems to provide a comprehensive learning program to achieve excellence in customer service. Impact created a tailored program for Olympus based upon the TSIA's Customer Service Professional (CSP-I) Certification. The program included online modules which allowed Olympus employees to complete the initial training in the field. Impact worked with Olympus to provide tailored, facilitated classroom sessions to reinforce the skills learned online. Impact provided Olympus with a comprehensive "Train-the-Trainer" process allowing Olympus Medical's internal training division to effectively roll the training out across the U.S. and sustain the program long term.

More than 180 Olympus field engineers and 25 phone support engineers successfully completed Impact training programs in little more than 12 weeks. To ensure reinforcement of the new skills on the job, the initiative also included skills integration tools and ongoing reinforcement exercises, which allowed teams to actually practice the skill sets in their job. Upon completing the learning and passing a skills test, Olympus engineers received certification and industry recognition through the TSIA.

Results

Although already in the top tier for their industry, both teams measurably improved customer satisfaction scores and have sustained the improvements over time.

"At Olympus, learning and continuous improvement is an ongoing pursuit. As a leading provider of health care solutions, our service teams work hard to deliver first-class, unsurpassed, and reliable customer service. This program enabled us to bridge the gap between providing excellent technical expertise and strong interpersonal communication, as well as giving employees better tools to build the Olympus brand with pride."



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