



Increasing Customer Loyalty

Situation

Sage Software, a leading software company that creates accounting and business management software for small to medium-sized businesses, wanted to improve their customer satisfaction scores. Although Sage Software was already providing excellent customer service and technical support to its customers—their customer satisfaction scores were at an impressive 82 percent—the managers at Sage Software wanted to reach a new level of customer loyalty, as well as get all technical support representatives TSIA certified and speaking the same customer service language.

Action Taken

Sage Software hired Impact Learning Systems to help them achieve their goals of higher customer satisfaction scores and industry-certification. Included in the TSIA-certification is Impact Learning Systems' *Getting to the Heart of Technical Support*™ course, which teaches customer communication skills specifically designed for technical support professionals. TSIA-certification validates an individual's learning in three critical areas:

1. Knowledge of skills and competencies that comprise exceptional customer service
2. Validation of ability to perform the competencies in a simulated environment
3. Confirmation of skill use on the job

Impact Learning Systems trained a pilot group for Sage Software and conducted a "Train the Trainer" class so that Sage Software's internal trainer could go on to train the remainder of the company's technical support representatives.

Results

The training programs implemented by Sage Software and Impact Learning Systems yielded exceptional results. Within two months of the training, managers at Sage Software observed a 15 percent increase in customer satisfaction scores, bringing them up to 94 percent. Sage Software calculates that they receive actual customer loyalty when their customer satisfaction scores reach 90 percent or better, so the company is now experiencing a notable increase in customer loyalty.



info@impactlearning.com

☎ 805-781-3283

Toll Free: 800-545-9003

www.impactlearning.com