



Improving Questioning Skills & E-mail Communication

Situation

Sprint, a well-known global communications company, wanted to improve the communication skills of their technical support representatives. They also wanted to find a training program that would help their employees improve their e-mail communication and questioning skills. Sprint's telephone representatives work at a technical help desk operating in a call center environment. Employees were skilled at solving technical support issues, but struggled when trying to communicate solutions to their customers. Sprint asked Impact Learning Systems for help in these areas.

Action Taken

Working with the managers and trainers at Sprint, Impact developed a plan to deliver the following programs in a way that would allow Sprint to maintain service levels at their busy call center:

- *Getting to the Heart of Technical Support™*
- *Getting to the Heart of E-mail Communication™*
- *Making It Happen™*, our coaching program for team leaders.

Sprint took advantage of Impact's flexible blended learning format for the e-mail communication and technical support training programs. To ease the impact on operations, employees completed online material at a time when call volume was low, and then met with the trainer in a group review session.

Sprint's in-house trainers learned how to deliver these programs, so that they could facilitate additional sessions at a later date. Team leaders reinforced the training when participants were back on the job.

Results

According to anonymous evaluations completed at the end of each course, over 93% of participants surveyed said they felt that the training was relevant to their jobs and would help them to serve their customers more effectively.

Sprint's ITS Manager said that e-mail communication "improved dramatically." In the area of technical support, representatives showed "improvement in customer service and questioning skills." One of Sprint's in-house trainers remarked, "I wish I'd had this training 40 years ago!" In addition to the participants' noticeable improvements in questioning skills and e-mail communication, team-building and rapport between Sprint employees who participated in the Impact training programs improved drastically.



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