



Improving Customer Communication

Situation

The Software Support division of Sun Microsystems, a world leader in high-performance servers, storage, operating systems, and software, faced customer service challenges common to many successful companies. High-level engineers who support their sophisticated systems had become swamped with increased case loads, making it hard to find the time to update customers on the status of their cases. Sun saw an opportunity to improve communication with their customers and deliver the kind of world-class service that would exceed their customers' expectations.

Action Taken

Sun turned to CompTIA and Impact Learning Systems to establish a learning program that would help them improve communication with their customers and increase customer satisfaction.

Impact created a custom program for Sun based on its *Getting to the Heart of Technical Support*[™] course, which includes seven web-based modules. The online modules allowed Sun engineers to complete the initial training at their own pace so as not to impact service levels.

Impact worked with Sun to provide live, interactive web sessions to follow and reinforce the skills learned online. These sessions were delivered to Sun engineers and managers around the globe, providing convenient training times for each location in Sun's world-wide operation.

To ensure that the new skills were not forgotten, the training initiative included Impact's coaching program *Making It Happen*[™], training Sun's managers to reinforce the skills taught to the engineers with positive coaching techniques.

Results

Sun measured the impact of the training by comparing customer satisfaction surveys before and after the programs. The analysis demonstrated a 30% improvement in customer perceptions of Sun's communication skills, which is a key driver of the overall customer experience.



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