

Lafarge Industries

Delivery of customer service training

Enrich Training and Consultancy were contacted through a partner training provider to deliver customer service training to on-site managers who are responsible for major contracts with the Department for Transport.

Client brief:

The training and coaching requirement was to deliver material which was produced by the Institute of Customer Service.

Approach:

An initial meeting was held with the training manager at Lafarge to discuss the practicalities for delivery of the training and also to receive a brief on the candidates and their work backgrounds. Following this a two-day course written by the Institute of Customer Service was facilitated with the candidates at the Lafarge head offices in Leicestershire.

The 4 main objectives for the sessions were:

- 1 Setting the team's objectives
- 2 Communicating
- 3 Creating a customer-focused culture
- 4 Organising a team to deliver reliable customer service.

The delivery took the form of theoretical input that was mainly composed of facilitated discussions around the practical application of good customer service practice throughout the organisation. This facilitated style led to many discussions about interdepartmental relationships and their effect on customers. As a trainer and facilitator it was important to be able to concentrate the minds of candidates on how they could influence

better working relationships with other departments within the organisation in order to achieve excellence in customer service.



During the sessions the candidates were prompted to identify a project on which they were working which had relevance in one of the main areas of customer service. They were then briefed on how to structure and complete their written assignment by the required deadline. Once submitted these assignments were assessed by Enrich Training and Consultancy.

Telephone coaching was utilised with candidates to encourage them to align their written assignment to the client brief in order to reach a suitable standard for submission to the Institute.

Outcomes:

The candidates developed a good understanding of the basic principles of excellent customer service and more importantly how to apply these in a practical way in an industry which has many factors affecting how it conducts itself.

The candidates all produced excellent written assignments which were submitted and allowed them to qualify for membership of the Institute of Customer Service.

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