

Case study: Customer Contact Frameworks

Overview

This member services organisation had a requirement to uplift the customer services capability of its member-facing staff after a survey found large levels of dissatisfaction among its members.

Challenge

The key challenge was to provide a solution which would ensure a consistent member experience when interacting with the organisation while enabling member service agents to incorporate their own style.

Solution

Michael designed and developed a customer contact framework which set out a recommended approach for managing member interactions. This comprised a seven-stage model which was underpinned by flexible toolkit of core skills and situational behaviours which could be used as required when interacting with members.



Member service agents were trained to understand the intent behind each stage of framework, core skills, and situational behaviours, then invited to consider ways to personalise each to their own communication styles. A key feature was the use of easy-to-remember acronyms for each of the key skills and behaviours which could be easily recalled and applied during member interactions.

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Deliverables

The key deliverables for this project were a defined customer contact framework, eLearning courses, role-model videos, customer contact checklists, check-in sessions, and coaching activities to develop, practise, transfer, and embed the new skills and behaviours into member interactions.

Outcome

The project delivered a customer contact framework and associated training and coaching activities to around 40 member service agents over a three-month period.

Contact us

We can design and deliver solutions to support small-scale, standalone initiatives or large-scale programs of work for major implementations. Contact us to discuss your requirements.
