



Case study – how it worked for them

Financial Times



ONLINE CUSTOMER SERVICE ACADEMY

The Award for Customer Service Professionals was successfully completed by 35 Customer Service Representatives employed by Financial Times (FT), the leading global financial publisher, in July 2012, at the company's new contact centre in Manila, Philippines.

What Financial Times wanted to achieve

FT opened its new Manila contact centre in August 2012. FT contacted Customer 1st International to source a training programme in customer service for its contact centre agents.

FT wanted:

- An online customer service course that would allow flexibility of learning locations and times to suit a mix of new and established customer service employees.
- An accredited qualification that would be based on national occupational standards in customer service.
- Learning that would encourage and motivate employees to deliver outstanding levels of service.



Customising the course

Jemma Hyland, Head of FT.com Customer Service, was given access to the course content, in order to identify any areas that the company would like to change or add, making the course fit as closely as possible the needs of new contact centre employees. Jemma especially wanted to encourage the new team to think about the customers they would be interacting with, and the services they would provide. In addition, it was important to FT that the online course should reflect aspects of the Philippines culture, making it more relevant and friendly to participants.



Jemma documented her changes and additions. These were email to Customer 1st International, who promptly made the changes so that FT managers could review the final version of the course that employees would experience. Jemma commented that “customising the course to FT’s specific requirements was extremely important to us, and we were very pleased with Customer 1st International’s response and efficiency in meeting our needs.”

Starting the courses

Jemma said, "All we had to do from the FT end was provide a spreadsheet of names and email addresses of the course participants. Customer 1st set the course up and contacted each employee with joining instructions, giving log-in details and advice on how to start learning."

Viewing progress

She went on to say, "We were provided with a full weekly management report showing the progress of each employee against the schedule. This was excellent, because it allowed us to highlight anyone who, for whatever reason, needed more time or support, or perhaps a gentle reminder, to keep to the course schedule. By taking a proactive approach to monitoring every course participant, Customer 1st International helped make certain they all completed within the time frame."

Outcomes for FT

"We were thrilled with the success of the courses – and delighted as well, because we did not anticipate the level of discussion that would take place amongst our employees on how best to deal with all sorts of customer service situations. It really made them all think about their service role, and some of the suggestions they came up with around service innovation and how to delight their customers were truly awesome!" Jemma said.

"Now we have the contact centre up and running I can honestly say that the customer service courses were a big success, and they played an important part in ensuring the new contact centre would enhance the world famous FT brand. Now we want our managers to take the next level of course – the Award for Customer Service Managers."

Participants' views:

“The course was very helpful, especially in the job role that we have here in FT. I have discovered my weaknesses and made an action plan on the areas that need improvement. The course helped to me think critically. It also promoted camaraderie, since we have the ability to see others' answers and reply to them.”

Melissa Grace Ilaos, FT Manila

“I really enjoyed my online course. I've been working as a Customer Sales Representative for more than 5 years, but I realised that I still have some areas to improve. I grew a lot after experiencing the modules - my perspective as a CSR has changed, due to my learning experience.”

Michael Daryl Galsim, FT Manila

Celebrating success

When the courses finished, participants received their certificates, and were all delighted to have achieved a recognised qualification in customer service. There were plenty of smiles at the graduation ceremony, and it all added to the motivation everyone felt about the new contact centre.

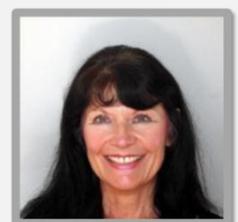
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We'd love to hear about your requirements for online customer service courses.

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