



Case study – how it worked for them

MTNN Communications



ONLINE CUSTOMER SERVICE ACADEMY

With over 35 million subscribers, MTN Nigeria Communications Ltd (MTNN) is the largest subsidiary in the MTN Group - Africa's leading mobile telephony company. MTNN operates in 21 countries in Africa and the Middle East. In 2009, MTNN chose Customer 1st International's online qualifications – the Awards for Customer Service Professionals and Managers - to equip its employees with the service skills and knowledge to meet its organisational objectives.



What MTNN wanted to achieve

MTNN's MyCustomer charter gives a deep commitment to always go the extra mile for every customer. To enable the company to deliver on this service pledge, a learning and development framework was designed, specifying the service competencies of every job role. Within the framework, two levels of learning were needed: a Foundation Programme, for all customer service practitioners, and an Advanced Programme, for MTNN's Team Leaders and Managers.

MTNN engaged Customer 1st International to deliver these two levels of learning, via its two online qualifications: the Award for Customer Service Professionals and the Award for Customer Service Managers.

Delivering the online courses

The online courses were delivered (part-time) over ten to twenty weeks, utilising both local and UK-based online tutors, all experts in customer service and qualified in online facilitation. The online tutors, through the courses' many discussion forums, customised the learning to meet the needs and current service issues of MTNN. The sharing of best practice proved to be both inspirational and motivational for participants.



Allocating learning time

MTNN recognised the importance of allowing sufficient time to employees for their online qualifications. Typically, employees were given some time within the working week to conduct their online learning, and individuals continued to engage with their learning outside of scheduled hours.

Viewing progress

There were over 2000 employees who needed to achieve the qualifications, and so, for MTNN, this was a big investment, and an important initiative.

From the start, the company wanted accurate and up-to-date information on how participants were progressing on the courses. Customer 1st International provided detailed management reports every week, showing the performance of every course and every individual. This allowed Adetayo Abiola, MTNN's Learning and Development Manager, to monitor the success of the programme, and guarantee the provision of appropriate support within teams for all participants.

Outcomes for MTNN

MTNN noticed a big difference in its workforce. Employees' motivation towards their customers dramatically increased, with teams working closer together across departments to solve problems more quickly. Adetayo commented that, "The atmosphere is electric now, and customers themselves have noticed a real difference."

MTNN achieved its goal of becoming the preferred supplier of telecommunications in Nigeria, and it has now given its people the opportunity and time to become Customer Service Professionals in their own right, a win-win solution. The online qualifications were critical in these achievements.

Celebrating success

When MTNN held its first Customer Service Week, it celebrated the success of its people, giving awards to employees in many different customer service categories, including: Best in Team, Best in MTNN, Best Complaint Handler, and Most Innovative Service Improvement.



The company's views:

“The course exceeded my expectations because it was absolutely relevant to the nature of my job.”

Emmanuel Deke, MTNN

“This course has showed me why the Customer is King. I always thought that customer care is just about solving customers' problems, but now I know that it can be used to promote or destroy your business. I am proud to be a customer service professional.”

Umar Musa, MTNN

“Thanks for the support from your team; the Customer Relations Division is so happy with the progress we have all made. Everybody wants to be part of the show now! Our strategy is working well for us, everybody now talks about customer service and there is a buzz, a passion, towards making the customer happy - always.”

Adetayo Abiola, HR Division, MTNN

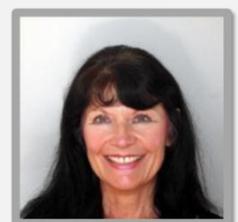
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We'd love to hear about your requirements for online customer service courses.

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