



Customer Service Case Study



Issue

JohnsonDiversey is a leading global provider of commercial cleaning and hygiene products and solutions for food safety, food and beverage hygiene, floor care, housekeeping and room care, laundry, hand hygiene and industrial cleaning.

A desire to continually meet, and exceed, customers expectations led the UK operation to engage us on the development of a customer service training programme.

Solution

Our discovery phase consisted of time spent shadowing and interviewing key employees at all levels of the organisation, running a management workshop to create a set of service standards and conducting a Training Needs Analysis to identify skills gaps and inform the content of a training programme.

An initial roll-out of customer service training focused on ways to develop effective customer interactions, build rapport, identify needs, problem solve and manage expectations. We delivered this training to all of the staff in the UK contact centre.

A programme of coaching skills for managers was also implemented at the same time. This ensured that the learning from the training programme was fully embedded and supported back in the workplace. A commitment from senior management ensured that call recording, reviewing and coaching against the service standards is now standard practice.

This initial programme was subsequently rolled-out across Europe, the Middle East and Africa with us supporting by providing materials and running 'train the trainer' programmes for Johnson Diversey staff who then delivered the programme in their local language.

A further development, meant us be re-engaged to produce a subsequent programme. This built on the initial skills and took the programme to another level which enhanced the basic approaches and included more advanced topics such as root-cause problem solving. Once again, we developed all of the materials and licensed this programme to be run internally by selected trainers who attended our 'train the trainer' programme. This programme is currently rolling out in the UK, Europe, Middle East and Africa.



Client comments

“Gary and his team of GB Training professionals have designed and delivered several train the trainer and coaching courses related to customer service excellence programs for us over the last 4 years. Multi-cultural Trainer candidates attending from various countries in E.M.A. leave Gary's courses in very enthusiastic states of mind, loaded with sufficient confidence and appropriate knowledge and tools required to deliver the Customer Service Excellence training programs in their own countries, pretty much without exception and with measurable success.

The same level of excitement and excellence applies to the development of training material tailored to the company, training objectives and trainees needs as well as to the delivery of coaching training and Customer Service Excellence skills training to work floor staff directly. I highly recommend Gary and his team to any service professional seeking a training partner to improve their teams customer service excellence skills, train trainers and train management to adopt a coaching style of leadership.”

Michiel Contrucci, EMA Customer Service Leader, Johnson Diversey

Find out more

To talk to us about how we could add similar value to your business please contact us.

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