



Developing and delivering a communications and training programme

Client success story



Developing and delivering a communications and training programme

Client success story

Background

Our client is a wholesale provider of communications products and services, a market facing unit of one of the worlds leading providers of communications solutions, contributing revenue of over £4 billion per annum. Its 3,500 people provide IT communication network solutions (fixed lines, mobile, TV and broadband) to 800 of the UK's leading communication providers, who then repackage the products to sell to their customers.

The Challenge

Given the complex relationship the unit has with its many and diverse customers, and as part of the company's transformation programme, the company was keen that people understood clearly who their customers are, their expectations of the organisation and what they as individuals and teams can do to ensure an effective, agile and dynamic customer experience wherever they work and whatever they do.

The Solution

Huntswood was selected to develop a training programme entitled Connected. Work began with the development of a 'straw man', followed by meetings with key stakeholders from around the business to ensure understanding and commitment. Having helped shaped the content for their part of the business, senior executives appointed teams from within their area to work alongside Huntswood.

The result is a series of customised workshops consisting of realistic customer scenarios (recreated on film with actors), hard hitting customer interviews, a quiz that highlights the key issues that impact on the business and innovative team activities which encourage people to discuss what's important for their customers and confirm the actions they will take personally as a result.

All 3,500 members of staff took part in workshops (lasting between 90 – 120 minutes) delivered by line managers. This is a truly customised programme with workshops tailored to reflect the different roles of people working within the company's business units and the varied functions within those business units. So while the structure of the workshops remains the same, the content differs dependent on who the customer is, whether they are internal or external, and the service provided.



The Result

Given that line managers may not be natural trainers, workshops were designed in a simple-to-deliver format. The purpose of the workshops is to set out what people need to do (irrespective of role or grade) to meet the group's aim of becoming number one for customer service. This brings to life the need for agile, collaborative working and explains in easy-to-understand terms the concepts of Right First Time, Reduced Cycle Time, Concept-to-market, Lead-to-cash and Trouble-to-resolve.

Workshops conclude with a Words into Action session in which people commit themselves to three individual activities that will make a difference to what their customers see, hear and feel. These activities are built into people's development framework and provide objective measures against which their performance is monitored.

Roll out of the programme was undertaken and the results were very encouraging. Feedback solicited at the end of each workshop is followed up 60 days later, with people asked to comment on the difference the programme has made on the way they work and the impact it has had on the customer experience.

In addition new questions have been included in the client's Customer Satisfaction monitor – a rolling survey that takes in the views of all 800 customers – to determine the effect the Connected programme has had on the areas of most importance to customers – delivery at the first attempt of products and services that are faster, better and more cost effective and are exactly what the company has committed to.

"Huntswood was chosen by me for two main reasons: firstly because of their experience of developing similar programmes for a range of international blue-chip organisations. Secondly because they have a track record of taking complex concepts and business strategies and converting them into straightforward messages that people can understand, buy into and most importantly translate into practical actions."

Head of Customer Satisfaction



Head Office

Abbey Gardens, Abbey Street,
Reading, Berkshire RG1 3BA

Telephone: 0844 875 0120

askhuntswood@huntswood.com

www.huntswood.com

About Huntswood

Huntswood is a professional services organisation which offers a range of complementary propositions which focus on customer service delivery, consulting, recruitment and people learning and development.

Notes relating to Huntswood

This document and its contents are confidential and proprietary to Huntswood or its licensors. No part of this document may be copied, reproduced or transmitted to any third party in any form without our prior written consent. Huntswood cannot accept any liability for the information given in this document which is offered as a general guide only. All Huntswood engagements are subject to a binding contract, fully setting out all terms and conditions. A full summary of terms and conditions is available on request. Huntswood CTC Ltd trades as Huntswood, Abbey Gardens, Abbey Street, Reading RG1 3BA, registered company number 3969379.