

The right attitude makes all the difference.

## Kraft Heinz

### Client/Location

The Kraft Heinz Company/  
Pittsburgh, PA and Chicago, IL

### Project

Training customer service staff  
on how to improve their soft  
skills

### Highlights

- Created more than 10 courses to service the soft skill needs of over 600 customer service staff, helping them deal more effectively with people
- Provided training to course instructors as well, to ensure each course was delivered with optimum impact



Mastech Digital is a certified minority supplier with the National Minority Supplier Development Council.

## Multinational food manufacturer required immediate assistance for a skills training project

### Client Challenge

The Kraft Heinz Company recognized the need to provide their Customer Service Coordinators (CSCs) with training that would enhance their knowledge, skills, and attitudes.

Mastech Digital was engaged to analyze the soft skill needs of over 600 business-to-business CSCs and their managers located in five centers. As a result of this research, Mastech Digital designed and developed 11 courses, which were tied to the company's leadership competencies.

Topics included:

- The Accomplished Facilitator
- Developing People
- Effective Negotiation
- Handling Difficult Customer Situations
- Performance Appraisals
- Personal Effectiveness
- Teamwork
- Time Management

### Mastech Digital Solution

All training was conducted in small groups, and train-the-trainer sessions were provided to the facilitators of each course. Three of the eleven courses are highlighted below:

- **Developing People** – Increase managers' understanding of the importance of coaching and how and when to coach. Managers have the opportunity to practice coaching for development and for performance improvement.
- **Personal Effectiveness** – Provides CSCs with tools to develop their inner resilience and to understand their defense mechanisms and the impact of their personality on others.
- **Teamwork** – Heightens awareness of how CSCs work together as a team. Participants learn to define group goals, enhance their team environment, and interact more effectively with other team members.

All courses included: Role-plays, worksheets/exercises, quick reference cards, an instructor guide, a participant guide, and a presentation.

### Outcomes

The CSCs and their managers came away with valuable information for their positions. Mastech Digital continues to provide training as well as course development as needed, based on end-user requests.