

## **Continued Education Training**

### **Problem Statement:**

The teaching styles of any individual supervisor on a given topic does not communicate effectively to all customer service representatives rendering some lessons going unlearned. This method of continued education is bound to be inconsistent from week to week.

### **Proposed Solution:**

I propose that Consumer Cellular change the weekly extended rally format (15 minutes) to training via videos on specific topics. This format can standardize the lessons, standardize employee strategies, and diversify the teaching styles to be more inclusive of different learning styles.

Weekly videos (5-7 minutes) would include an audible introduction to the lesson to be learned, showcasing recorded calls showcasing a lesson, breakdown of why a tactic is successful, and key takeaways of the lesson/recommended verbiage. The supervisors would be provided a guide to lead a discussion or exercises for their team during the remaining time.

### **Expected Results:**

- Improve sales
- Improve customer retention rate
- Improve customer satisfaction
- Improve average calls per hour
- Standardize and improve CAA decision making
- Improved employee confidence and moral
- Improved customer confidence in CCI

### **Training Topics:**

Each main topic would be the focus each month and different niche topics would be covered during each week.

- Sales
  - o Home Phone Base, Add a line, up sale of phones, rebuttal training
- Cancellation
  - o Rebuttal for specific reasons
- De-escalation
  - o Device/service issues, payment issues, suspended service, recurring issues, not warranty or RFG eligible.
- Troubleshooting
  - o All troubleshooting processes
- Controlling the call
- Handling Calls/Standardization
  - o Assurance of help, passing every supervisor reviewed call, troubleshooting process, note taking, recommending a customer call back with assistance or with a different phone, controlling the call,

**Process:**

1. Choose monthly topic
2. ID successful tactics for chosen topic
3. Select example recordings
4. Write script and lesson plan
5. Develop video content
6. Content approval
7. Submit content to training software

**For full process, please view the Video Creation Process Mapping PDF**