Group Training

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Call centers have over the years been perceived and identified as the face of the company. A valid reason behind such identifications and categorization of the customer service department is the direct contact the customer service agents and managers have with the organization’s stakeholders. With most services and products needing communication support, the customer service department is always on its toes all through the day and night to ensure that customers are pleased, satisfied and WOWed by the product or service delivery of the organization and by the support they get too. Despite a customer service delivering as an individual, teamwork is core in the customer service department since there is an easy flow of progressions, issues and proposals from customers and product consumers. For the above to be achieved, customer service agents, as well as the entire customer service department, must have first-hand information and facts to counter the client’s arguments and complaints. By so doing, the department, as well as the organization, will achieve maximum productivity from its departments and employees, raising its returns on investment as well as its profits.

Having ten years’ experience as a customer service agent and manager, I am quite familiar with the department’s processes and daily encounters with customers. For instance, in the betting industry where I worked as a customer service agent and customer service manager later on, customers call in second after second complaining of either a technical hitch from the back office of the company, or complaining of a lost bet that he or she was supposed to have won or requested for an explanation in a bid to understand a specific market before placing the bet. For such reasons, a customer service agent and manager as well should be in a better position to assist the client off his or her problem. Notably, the betting industry has advancements each and every time from its markets to its site developments and features which sound and look complicated for customers to understand on their own unless assisted by an expert. In such a case, the customer service agent is always perceived to be the expert since they are at placed at their positions to assist the clients.

For such reasons, the entire customer service department needs to undergo refresher training in incidences where a new product has been introduced by the betting firm; a new feature has been updated in the website or application and for the general upgrade of their customer care skills. The reason as to why I feel their training is much important than that of other departments is because the customer service agents are the only employees who have direct contact and sometimes a personal relationship with the organization’s stakeholders. Therefore, if in any case, the customer service agent passes wrong information to the stakeholder, then the company at large will suffer the loss of losing that specific client or a couple more. Therefore, customer service agents should, at all time, have their skills and facts sharpened to avoid the passing of wrong information to the clients. Consequently, that is the reason behind me selecting this specific group to undergo group training of which I will lead the training or efficiency and effectiveness.

Recently, a new product by the name of cash out was introduced to the company's website. Since its introduction, a large percentage of customers have not yet utilized its existence and availability, most of them calling in for further explanations and clarity of the matter and new feature. However, most customer service agents, being unfamiliar to betting, could not and still lack the capacity to explain the customers of the new feature on the website. For the above reasons, a refresher product training course and program is needed so as to equip the customer service agents with skills and capacity to deliver to their roles. Since the department does not have an ongoing training program for the customer service agents, it would be effective and efficient to have the product training program implemented as soon as possible. Specifically, the product training activity can kick off in two days’ time so as to avoid feeding the customers wrong and incomplete information regarding the product.

Training the customer service department is much different and unique compared to training employees from different departments since the customer care agents must completely understand, be conversant with the product for easy explanation to the customer as well as easy answering of any follow up questions the client might have regarding the product, making the training much involving. Since the training need assessment has already been identified, and the training time and span identified, it would be wise to design and develop training materials so as to effectively implement the training program. Where necessary, personal training programs would be implemented so as to make sure the concept and the new product have sunk deep in the agents’ minds. It would also be necessary to have open forms and question and answer sessions within the training programs for the customer service agents to ask ‘what if’ questions for further understanding and clarification. Lastly, a quiz set and given to the customer service agents would be effective in assessing whether each agent has understood the product taught to them. Lastly, the training program and session will be repeated to a different shift of agents, and if there is an agent from the previous shift that is yet to catch up with the product knowledge, he or she would be included for a repetition of the product training until he or she is conversant with the product. By so doing, it is my belief that customer service agents will be in a better position to share correct and accurate information with the organization’s stakeholders.