



## **SIGNIFICANT IMPROVEMENTS IN CUSTOMER SATISFACTION DUE TO HELP-DESK TEAM REORGANISATION AND WORKSHOP**

### **KEY BENEFITS**

- Help-desk staff developed the understanding and motivation to actively change the way they worked
- Staff became champions for change in the organisation
- Streamlined service, cutting costs and satisfying needs more efficiently
- Significant improvements in performance and direct customer satisfaction

### **THE CLIENT**

A world leader in business support and continuity, committed to remaining constantly in touch with the changing needs of its ever more demanding customers.

### **THE CHALLENGE**

A valuable part of any company is a help desk team with a clear focus and common goals, providing exceptional quality of service to customers. Our client had the opportunity to completely reorganise their help-desk team and wanted to build a team with values, attitudes and skills closely focused on customer needs.

### **THE WORK**

After thorough consultation with our client, Customer Satisfaction UK developed a unique one-day customer satisfaction workshop for the new help-desk team members. This consisted of:

- A brainstorming exercise – identifying 7 key criteria important to customers when choosing to do business with our client
- Identifying qualities and attributes of an ideal team member – another 7 criteria
- Team members rating themselves individually and as part of team against these criteria
- Developing personal improvement targets

The team then presented the results of this workshop at a User Group meeting, comparing how customer perceptions matched up with their own. Workshops of this nature can be valuable for any company hoping to demonstrate their practical commitment to customer service improvement.

### **THE RESULTS**

The workshop stimulated lively discussion amongst help-desk staff and promoted a better understanding of customer satisfaction as a culture and a state of mind.

- Helped staff to break down preconceptions and develop a more objective point of view
- Highlighted specific strengths (e.g. friendliness and approachability), and weaknesses (e.g. gaps in technical knowledge) of the help-desk service – prompted suggestions for improvements (e.g. specific training focused on knowledge improvement)
- Better understanding of the teams respective skills and expertise encouraged closer team work and built collective confidence
- Enabled staff to appreciate customer needs and experiences and recognise what they must do differently in future.