

Grow

Development
Solutions

Working in Partnership with 'Reflex' to Design &
Deliver "Customer Excellence"

A Bespoke In-House Customer Service Programme



Reflex

Developing Our PARTNERSHIP

Through some mutual connections on LinkedIn, we initially connected with Nicola (at the time working in HR) and contacted her regarding her 'call out' for some customer service training.

Our first meeting was onsite at a Reflex site, which was a great opportunity for us to understand more about the Reflex business and the people we might get to work with. Our initial meeting provided a great insight into the current customer service levels across the business and more specifically, what the key aims of the programme were and how these were to support the future growth at Reflex.

Following our initial meeting, a programme outline was designed, and we worked with a member of the senior management team and a representative from HR to get the content 'just right'.

Understanding Reflex's culture and their vision of 'customer excellence' was paramount to ensuring the programme we designed was 'fit for purpose' and bespoke to their needs. The whole senior management team at Reflex were fully onboard with this and they created their 'Vision for Customer Excellence' which formed the foundation of the 2-day Customer Excellence Programme.

Three members of our training team worked together to design the programme content and structure and created lots of 'practical' and 'fun' activities to bring the training workshops 'to life!' – all centred around the Reflex 'Vision for Customer Excellence'!



Delivery & FOLLOW UP

Three members of our training team delivered the 2-day programme to six cohorts of delegates, all at various Reflex sites. We worked closely with HR to ensure we had a good understanding of the delegates who would be attending the programme and to help identify any delegates who may require any additional support or encouragement.

Lots of learning and fun took place and we received a lot of very positive feedback!

Following the programme, we did two follow-up sessions with a member of the senior management team and a representative from HR. This was to discuss the feedback from the programme and how it was being implemented – it's important for us to know that delegates who have attended our programmes are applying their learning back in the workplace.

Not only did we deliver this programme to six cohorts across the Reflex organisation, to continue to demonstrate their commitment to training their people and ensuring consistency across all sites, we have since delivered the programme to another cohort at a newly acquired site.

Repeat business for us demonstrates that we have another very satisfied and happy partner!

"This was the best training course I have attended yet (and I have been on managerial, CSE, 80/20, Export (at the institute in London) but this training course was set out in such a well constructed way it had lots of interesting information and at no point lost the interest of anyone (which for a 2 day training course is amazing)!" (Delegate, 2020 Cohort, Leicester)

"The way Jane got everyone involved in the training and working together as a team was great, ideas were passed around the table. It was good to have a fresher view as to how we should present ourselves (Reflex) to our customers". (Delegate 2018, Barwell Site)

"Fantastic Course! - Natalie was a pleasure to work with". (Delegate 2018, Ossett Site)

"Great couple of days, with a very inspiring lady!" (Delegate 2018, Boston Site)