

# EVALUATOR PROGRAMME

## Introduction

**Delivering Effective Customer Service training is dependent on understanding how Customer Service in an organisation adds value.**

**One company may get most value from running a low-cost service meeting basic needs, while another may get most value from a higher cost of service that can introduce new products and gather market research.**

**Our Customer Service Evaluation process will ensure that planned Customer Service training will add measurable value which you can measure and track over time.**

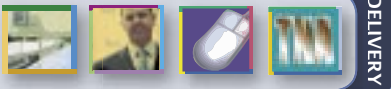
## What's Involved

- Our consultant will work with a small team from your organisation to gather the required evaluation data
- The team from your organisation is likely to include the Customer Service Director, the Training Manager, the project sponsor and one or two other selected delegates
- **Stage One** — interviews with each of the team members to establish outcomes (this could include a survey to a larger number of delegates depending on project size)
- **Stage Two** — consultant-led workshops creating models of excellence against which future performance can be modelled
- **Stage Three** — evaluation reports delivered by The ROI Academy™
- **Stage Four (optional)** — license and set-up of tools for ongoing in-house evaluation

## Benefits

The programme will:

- use The ROI Academy™ tools to create a VALUE model detailing HOW customer service adds value to the organisation
- benchmark existing customer service value against potential value
- define essential and ideal training content
- create clear lines of sight between training content and value-add
- assess individual or team skills before and after training
- deliver an evaluation process to show the impact of the training
- offer an ongoing measurement process to track the quality and impact of customer service over time
- provide web-based reporting tools, easily downloaded into management reports – simplifying your report writing.



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