

CASE STUDY :: TRAINING

Internal Training to Improve Customer Communications



Challenge

As part of an enterprise-wide initiative to improve customer experience, a Fortune 50 bank needed to build awareness among employees about the importance of consistent and customer-focused communications.

Solution

Beyond the Arc helped our client design a workshop program to drive a sustainable process of improvement in communications across the enterprise. The workshops:

- **Introduced a clear and simple framework** and provided participants with tools such as enterprise writing standards for writing in the brand voice, a Communications Scorecard for evaluating customer letters, and Before & After samples.
- **Engaged interactive learning** and group collaboration that helped participants apply tools to their own high impact communications.
- **Included a Train-the-Trainer component** that enabled employees who had taken a workshops to promote and replicate the training for others in their business group.

Results

We helped our client achieve their goals with the following:

- Conducted over 90 workshops
- Trained 2,300+ employees in over 30 lines of business
- Achieve a 90% participant satisfaction rate
- Writing teams across the company improved customer communications impacting over a million touch points

Let's Talk

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