



Case Study: Changing an Industry's Reputation

Project

Plumbers, electricians, and heating and air conditioning technicians don't usually enjoy a reputation for particularly good customer service. A company that provides these services wanted to use outstanding customer service to stand out from the competition. Toister Performance Solutions, Inc. was hired to help them build a service culture that would lead to more repeat business, increased referrals, and better employee engagement.

Our Approach

A needs analysis revealed that the company had a strong set of core service values, a solid reputation in the community, and employees who truly cared about serving their customers. However, the technicians needed to learn some fundamental customer service techniques to better equip themselves to deliver outstanding service.

The technicians attended the ***Delivering Next Level Service*** training program. Several adaptations were made to fit their needs.

- All participants were asked to set a personal customer service goal before attending the program.
- The class was divided into six, one hour sessions to focus on one skill at a time.
- Sessions were held at 7am so the technicians could attend before going to their first call of the day. This allowed them to immediately apply their new skills.

After the training, the company's leadership team maintained momentum through weekly team meetings, conducting after action reviews to learn from customer complaints, and offered a refresher training program three months later.

Results

The company President observed a stronger commitment to the company's service culture after the training. He also saw business results in three primary areas:

- **Happier Customers.** Customer feedback reflected an improved level of service.
- **Happier Employees.** Employees enjoyed learning new techniques that led to greater customer satisfaction.
- **Increased Sales.** Technicians became more comfortable offering solutions to customers which in turn increased sales.