

World leading Specialist Company Improves their Customer Service

Metal Improvement Company (MIC) are a leading specialist in metal coatings and finishing. A subsidiary of the Curtis Wright group, and many divisions all over the world, MIC have an excellent reputation in providing high quality and innovative services.

Historically, MIC always employed highly skilled individuals to provide their services, and did not have a personal development training programme in place. To enable them to retain their competitive edge MIC identified the need to improve their customer awareness skills and asked Headline for help after receiving one of our direct mailings. As training is a new initiative for MIC they were looking for a training company who would work in close partnership with them to identify their needs and to develop a tailored training program for their business.

THE REQUIREMENT

Headline was invited to consult with MIC to establish areas within the business that could be improved upon through training. We identified that general communication skills, dealing with clients both internally and externally could definitely be improved upon to ensure a far greater efficiency and in turn provide a better service.

Their audience included 75 delegates from seven divisions located around the UK. The training needed to take into account job roles and experience as well as regionalised cultures. These included shop floor staff members, sales staff and managers.

OUR SOLUTION

Headline developed a tailored half day managers customer care workshop, which was delivered to sales managers from the seven UK divisions, the Marketing Manager, Linda Robinson and the Vice President of Europe and Asia, Peter O'Hara. The workshop aim was to help managers recognise areas to be improved within their own divisions and to experience a bit-size version of the training which their teams would attend. It was essential to establish buy-in from the managers to ensure continued improvement and responsibility post training and to ensure maximum return on investment.

The workshop was a huge success and MIC decided to implement a tailored customer

awareness training program to be delivered by Headline to all their UK divisions throughout 2010.

The aim of the workshops was to ensure that all staff whatever their position understood the skills and qualities required for excellent communication. Delegates learnt how to understand their own communication styles, recognising their strengths and potential weaknesses. Headline tailored the training to ensure that the topics covered gave participants every opportunity to draw on their own experiences within their job roles. There was also a forum created to share best practice with one another and an opportunity to brainstorm ideas, looking at how to gain immediate positive results upon returning to the work place.

By listening to the delegates and evaluating their comments from the post course evaluation forms, Headline is able to deliver a program that is completely tailored to MIC. It enables Headline to provide an ongoing consultancy support to the company and allows MIC to ensure Maximum Return on their Investment.

TESTIMONIAL

"Because of the tough business environment today we decided to look deeper into how we respond to our customers and came to the conclusion that we were not as perfect as we thought! We approached Headline Training who took the time to understand us, our markets and needs. A tailored training programme was set up to improve our customer service skills. The training sessions were great fun and successfully engaged people to look at themselves and their actions when dealing with customers. We would strongly recommend Headline Training to meet your training needs."

**Peter O'Hara, Vice President of Europe & Asia,
Metal Improvement Company**



Metal Improvement Company

EARLY SUCCESSES

Neil - Derby emailed the production team to ask for information in the week following training. Neil would normally have to wait a while for a response and was therefore thrilled when a response came through within ten minutes

James - Evesham In the days following his training James had to facilitate a difficult meeting with customers. He found the biggest skill he had learnt was to sit and listen to the client and not jump in until the client had fully expressed their concerns, after this he was able to take control and come up with a solution satisfactory to both.

Headline