

Case Study



Airbus UK Ltd.



Client Details

Sector:	Manufacturing / Electronics / Engineering
Skills Delivery:	Customer Care
Client:	Airbus – the leading aircraft manufacturer with a turnover of more than 20 billion Euros in 2004. It has 52,000 employees across 16 sites in France, Germany, Spain and the UK. The training was to the company's Facilities and Services division
Background:	Airbus Facilities and Services wanted a bespoke Customer Care programme which would be delivered to a large number of staff in order to enhance the perception of each department. Although each department was doing a good job this was not always appreciated by internal and external customers.
Brief:	Deliver a series of Customer Care programmes which addressed the following issues: <ul style="list-style-type: none">• Better measurement of employee satisfaction• Better response to customer complaints• Improve visibility of and communication of performance and standards callers
Training:	Programme covered <ul style="list-style-type: none">• Improving relationships with internal and external customers• Being pro-active in customer care and how to handle complaints and objections in a positive way• Best practice in verbal and written communication• Focus on people and how to get the best out of them
Feedback:	“Excellent course” “Very well presented” “Interesting and light-hearted”
Client quote:	“Airbus UK Facilities and Services identified a requirement for specific Customer Care Training, but we struggled to find a course with the content tailored to the meet our criteria. We contacted PTP and worked with them to develop an on-site course that addressed this and to date have held a number of courses. The feedback from the first course participants was used to further improve the format to address specific areas of concern. The courses have proved to be very successful and we are recognising the value of working with PTP to deliver this programme.” <p style="text-align: right;">Frank Wallace, Facilities Manager, Airbus UK Ltd - Broughton</p>
Other clients within the manufacturing - electronics – engineering sector:	3M UK Plc Panasonic Kone Plc Otis Lifts Siemens Avery

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