

# Case Study



## Panasonic Manufacturing UK Ltd.



### Client Details

<b>Sector:</b>	Retail
<b>Skills Delivery:</b>	Excellent Customer Care – Dealing with Incoming calls.
<b>Client:</b>	Panasonic Manufacturing UK Ltd.

<b>Background:</b>	Panasonic wanted to enhance the customer experience when making calls to the company. It also wanted to educate its Helpline/Customer Services Officers in ways of dealing with difficult customers whilst retaining full professionalism and a courteous manner.
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<b>Brief:</b>	<ul style="list-style-type: none"><li>• Provide on-site training in telephone techniques designed to show Panasonic operators as helpful and professional</li><li>• Provide Customer Services Officers with the tools to deal most effectively with problems and difficult callers</li></ul>
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<b>Training:</b>	In-house, on-site training at Cardiff head office. Programme covered <ul style="list-style-type: none"><li>• Gaining confidence when taking incoming calls</li><li>• Understanding the importance of good customer care in dealing with incoming calls</li><li>• Handling complaints in a positive way</li></ul>
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<b>Feedback:</b>	“The course was very interesting. The trainer was excellent and full of enthusiasm which encourages you to learn and take part” - Karen “I found the course very helpful and thought it was delivered very professionally” - Gavin “Trainer was excellent” - Suzanne
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<b>Client quote:</b>	“All our helpline staff seemed to enjoy the day and said that it was useful to them in their daily contact with our customers. The friendliness and professionalism of our trainer (Tracey Richards) made everyone feel at ease and very comfortable. It was very conducive to a good training environment.” Donald Maidment , Head of Service, Panasonic Manufacturing UK Ltd
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<b>Other clients within the Retail sector:</b>	Marks & Spencer P& O Ferries Ikea	Courts Gus Home Shopping Liberty
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