

Blended

Customer Experience Coaching

EMPOWER MANAGERS TO SUCCESSFULLY COACH FINANCIAL CENTER EMPLOYEES



DURATION

eLearning 2 - 3 hours
Classroom 1 day



DELIVERY CHANNEL

Blended



eLearning Course Lessons

- 1 Value of Coaching
- 2 The Performance Pyramid
- 3 The Coaching Model
- 4 High-Impact Coaching Skills
- 5 ACTION Planning

COURSE OVERVIEW & BENEFITS

In order to create consistently exceptional customer experiences, you must hold your employees accountable, teach them how to capitalize on their strengths, and guide their efforts to improve.

Customer Experience Coaching (CEC) prepares your retail organization's managers to successfully coach direct reports who are actively using the CON²ECT Customer Experience Model.

This blended learning solution begins with a short eLearning course that introduces The Coaching Model, which identifies the steps to take before, during and after a coaching session. It then explores specific high-impact coaching skills, such as creating dialogue, providing balanced feedback and working with employees to overcome obstacles. Finally, participants are introduced to ACTION Planning and the important role it plays in ensuring that employees act upon the opportunities discussed during coaching sessions.

Following completion of the eLearning course, participants attend the one-day Customer Experience Coaching: Skills Application Lab, an on-site, facilitated training event where they learn how to translate the knowledge they've gained into successful coaching sessions. The day culminates in a video-recorded skill practice, after which each participant receives detailed feedback from peers and a coaching expert.

Member Experience Coaching, a credit union-focused version of this course, is also available.

LEARNING OBJECTIVE

Learn how to prepare for and conduct productive, forward-looking coaching sessions that help employees identify the steps they can take to improve their customer interactions.

COMPETENCIES GAINED

Participants will be able to:

- Apply an effective coaching model to prepare for and lead results-oriented coaching conversations
- Help employees self-discover strengths and opportunities for improvement
- Improve employee productivity and motivation
- Drive a consistent sales and service culture across the retail organization

TARGET AUDIENCE

CEC is suitable for anyone who coaches employees that use the CON²ECT Customer Experience Model, including branch managers, financial center managers and area managers.