**Customer Experience Coaching**

**EMPOWER MANAGERS TO SUCCESSFULLY COACH FINANCIAL CENTER EMPLOYEES**

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 CON\textsuperscript{2}ECT 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.

**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 CON\textsuperscript{2}ECT Customer Experience Model, including branch managers, financial center managers and area managers.

Contact us for more information at: elearning@moodys.com