Customer Representatives
Taking Training to the Next Level

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Objectives

• Objective 1:
  – Learn techniques for enhancing traditional training for Customer Service Representatives

• Objective 2:
  – Learn to use interactive tools to teach your Customer Service Representatives how to engage in compassionate communication.

• Objective 3:
  – Better engage low income customers by understanding values, beliefs and attitudes that could impact those critical communications.
Learn techniques for enhancing your traditional training for Customer Service Representatives
Traditional Training Techniques

Instructor Led

Hands On

Interactive

Technology Based

Objective 1
It works because…

- Personalized delivery
- Adaptable
- Ensures consistency of message
- Allows for immediate feedback
It works because…

- Increases retention
- Sets a realistic expectation
- Provides a real-time gauge of understanding
- Allows for application of Critical Thinking
It works because…

- Ensures increased engagement
- Appeals to different learning styles
- Provides a real-time gauge of understanding
- Allows for sharing of best practices
It works because...

- Self-paced learning
- Cost-effective
- Flexible
- Measurable
- Easily Accessible
Technique Utilization

Objective 1
Learn to use interactive tools to teach your Customer Service Representatives how to engage in compassionate communication.
## Original Training Model

<table>
<thead>
<tr>
<th>Course Details</th>
<th>Course Objectives</th>
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<tbody>
<tr>
<td>Length: 200 hrs.</td>
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<tr>
<td>Participants: 12-14</td>
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<tr>
<td>Assessments: 2</td>
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<tr>
<td>Phone Time: Approximately 64 hrs.</td>
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<tr>
<td>Billing System Navigation</td>
<td></td>
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<tr>
<td>Utilities Overview:</td>
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<tr>
<td>-Understanding Consumption</td>
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<tr>
<td>-Products and Services</td>
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<tr>
<td>Bills, Adjustments and Payments</td>
<td></td>
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<tr>
<td>Credit and Collections</td>
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<tr>
<td>Start/Stop Services</td>
<td></td>
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</tbody>
</table>

**Blended Techniques**: Instructor Led, Interactive, Hands On and Technology Based

**Observations**: Low Graduation Rate, High handle time post graduation and Low error rate.
## Tiered Training Model

<table>
<thead>
<tr>
<th>Tier 1</th>
<th>Course Objectives</th>
<th>Tier 2</th>
<th>Course Objectives</th>
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</thead>
</table>
| Length: 120 hrs. | Dedicated Focus:  
- Billing System Navigation  
- Utilities Overview:  
  - Understanding Consumption  
  - Products and Services  
  - Bills, Adjustments and Payments  
  - Credit and Collections | Length: 80 hrs. | Dedicated Focus:  
- Starts  
- Stops  
- Circling back to more complex system and customer situations. |
| Participants: 12-14 | | Participants: 12-14 | |
| Assessments: 1 | | Assessments: 1 | |
| Phone Time: Approximately 32hrs. | | Phone Time: Approximately 48 hrs. | |

**Blended Techniques:** Instructor Led, Interactive, Hands On and Technology Based

**Observations:** Higher Graduation Rate, Lower handle time and even lower errors.
Customer Advocacy Model

Course Objectives:
• To help agents be more empathetic to a customer’s circumstances.
• To provide agents tools that will allow for better conversations with customers who may be experiencing financial hardships.

Customer Advocacy
• Actively Listening
• Acknowledgement and Empathy
• Anticipating/Understanding the customer’s needs
• Finding a Common Solution
• Customer Education
• Setting the appropriate expectation
• Ensuring a customer’s understanding

Blended Techniques: Lecture, Storytelling, Scenario-Based Training, Coaching

Observations: Improved customer experience, increased customer satisfaction and building trust.
Better engage low income customers by understanding values, beliefs and attitudes that could impact those critical communications.
Values
A person’s principles or standards of behavior; one’s judgement of what is important in life.
Beliefs
Trust, faith, or confidence in someone or something; an internal feeling that something is true even though it may be unproven or irrational.
The beliefs that we hold are an important part of our identity. They may be religious, cultural, or moral. Beliefs are precious because they reflect who we are and how we live our lives.
Pre Existing Beliefs
Can be related to stereotypes that have developed for you around issues like sexuality, alcohol and drugs, aging and disabilities, independence, health, the rights of people, your idea of health and many other things.
You may have assumptions about what your customers can and can’t do for themselves, the way they should think about issues and what is best for them.

If you make assumptions as an employee then you are denying customers their rights, respect and dignity.
Attitude
The way a person expresses or applies their values and beliefs, and is expressed through words and behavior.
Attitudes are a powerful element in our life. They are long enduring and hard to change - but not impossible!
One of the problems with our attitudes is we often ignore any information which is not consistent with them - we become selective in the way we perceive and respond to events and issues and lose our “objectivity” about the world.
• Do not impose our own values and beliefs
• Do not provide options and services based on what we feel is right
• Do work with people in relation to what is right for them
• Do remember that it is their life
• Do allow them to make decisions about how they should live their life
Questions?

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Staff Development  
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