



Phonecoach Training Programme

"Phonecoach" is a programme that we developed with the aim of enhancing the traditional style mystery shopping programmes.

Whilst we appreciate the vital importance for companies to know how customer facing staff are handling incoming enquiries, there is usually a lack of support following the "mystery shop" to help staff learn from the experience.

With "Phonecoach" we involve staff initially by running through the programme to gain their commitment and consent.

Following the training calls made, we provide one to one coaching to each member of staff. We play their call to them and mark it together against agreed criteria that we set jointly with the company. The coaching session is focussed on recognising competence and discussing any areas for improvement. We ask the staff member to complete a training activity record outlining the areas covered during the session.

At the end of each month we report on the team/departmental scores. This not only measures the staff performance but also the effectiveness of the training.

