

Introduction to The Institute's Academy



What we'll be covering:

- **Overview of the Academy offering**
- **A member's story – Scottish Water, with Sara.**
- **Q&A**

The Academy in numbers...

18k+

How many individuals have been trained on our workshops and qualifications

10k+

How many certificates have been issued from our TrainingMark accreditation

28

Number of years the Institute of Customer Service has been delivering training

6.5k

How many have undertaken professional qualifications with us

21

How many training options we have for you to undertake

Our Service Experience Model shapes the resources we develop for members

- Evolved from **World Class Customer Service Model**
- Central to The Institute's standard-setting and customer service expertise
- Informed by in-depth analysis and insight from The Institute's data and ground-breaking research
- Reviewed and evolved over a decade of successful implementation and proven results to keep it relevant



Our Academy offering

ServiceFocus

- ServiceImpact
- FirstImpressions
- ServiceManagement
- Coaching for Service Excellence

Can be used with
Train the Trainer

Qualifications

Professional Qualifications:

- Communications
- Innovations
- Customer Service Coach
- Solutions

Management Qualifications:

- Customer Service Management



Workshops (in-house & open)

- Trust & Customer Experience
- Connecting Customers with Digital
- Introduction to Vulnerable Customers
- Handling Complaints Effectively
- Customer Journey Mapping
- Customer Metrics
- Managing Hybrid and Remote Teams
- Root Cause Analysis
- Building High Performing Teams
- Handling Challenging Customer Interactions

Bespoke Training

Our bespoke Academy Training is fully tailored to member requirements

Our Academy offering

ServiceFocus

- ServiceImpact
- FirstImpressions
- ServiceManagement
- Coaching for Service Excellence

Can be used with
Train the Trainer



Workshops (in-house & open)

- Trust & Customer Experience
- Connecting Customers with Digital
- Introduction to Vulnerable Customers
- Handling Complaints Effectively
- Customer Journey Mapping
- Customer Metrics
- Managing Hybrid and Remote Teams
- Root Cause Analysis
- Building High Performing Teams
- Handling Challenging Customer Interactions

Qualifications

Professional Qualifications:

- Communications
- Innovations
- Customer Service Coach
- Solutions

Management Qualifications:

- Customer Service Management



Bespoke Training

Our bespoke Academy Training is fully tailored to member requirements

ServiceFocus Overview

1

About

ServiceFocus is a series of short courses aimed at developing your people to industry standards and recognising them as a customer service professional with opportunities for further Continuous Professional Development through individual membership.

2

Delivery

Our courses are led by an experienced Learning & Development consultant using a blended delivery approach including virtual breakout rooms, presentations, and group activities.

3

Structure

The courses are delivered over 2 – 3 days with a gap of 2 – 3 weeks in between to complete a work-based assignments and service improvement plans, which are reviewed on the final day

ServiceFocus

Our customer service training courses – suitable for customer facing and internal teams, team leaders and managers – enable you to build a service culture across your organisation.

FirstImpressions

FirstImpressions will equip your people with the essential skills and behaviours required to deliver higher levels of customer satisfaction.

ServiceManagement

Designed to help team leaders and managers navigate leading, coaching and inspiring their teams to deliver service excellence.

ServiceImpact

Enables your people to quickly build and manage successful customer relationships. The course is ideal for people who want to continue developing their emotional intelligence, knowledge and skill in a customer context.

Coaching for Service Excellence

Coaching for Service Excellence offers an opportunity for individuals who want to develop their core skills as an effective coach. The course is tailored to deal with the challenges related to developing employees within a fast-moving service environment.

Case study

Wickes

The member's challenge

Wickes Installations, aimed to enhance the skills and consistency of their installation managers. The goal was to ensure all managers operated at the same high level of customer service knowledge, enabling them to deliver top-notch service and effectively manage customer interactions.

Our solution

The Institute ran a comprehensive two-day training course focused on customer service excellence. The program provided valuable tips, tricks, and practical case studies that allowed installation managers to reflect on past experiences and share knowledge within the team. As a result, all managers now work with a consistent base of knowledge, enabling them to tailor their approach to meet individual customer needs better. The training also empowered the team to utilise additional resources, such as customer behaviour insights, to enhance service delivery further. Achieving the distinction in ServiceMark was also a significant return on investment for Wickes Installations, demonstrating the value of their training.



Dan Griffith
Regional Installations Manager

“It gives us a real good chance to actually sit there and talk about some real experiences and share experiences with the rest of the team, which was really beneficial for us.”

Case study

The member's challenge

SP Energy Networks faced the challenge of improving customer service in an industry where reliability and efficiency are paramount. They aimed to enhance customer interactions and increase overall satisfaction while maintaining high operational standards.

Our solution

Through the Academy and our Business Benchmarking survey, SP Energy Networks achieved significant improvements in customer satisfaction and engagement. The programme included extensive staff training, the adoption of new service technologies, and a focus on responsive and proactive customer care. These initiatives resulted in a notable increase in customer trust and loyalty.



Kendal Morris
General Manager Customer &
Social Delivery

“The training we’ve done with The Institute has definitely helped us enhance our customer service focus. It reinforces a customer culture and provides a consistent platform.”

Our Academy offering

ServiceFocus

- ServiceImpact
- FirstImpressions
- ServiceManagement
- Coaching for Service Excellence

Can be used with
Train the Trainer



Workshops (in-house & open)

- Trust & Customer Experience
- Connecting Customers with Digital
- Introduction to Vulnerable Customers
- Handling Complaints Effectively
- Customer Journey Mapping
- Customer Metrics
- Managing Hybrid and Remote Teams
- Root Cause Analysis
- Building High Performing Teams
- Handling Challenging Customer Interactions

Qualifications

Professional Qualifications:

- Communications
- Innovations
- Customer Service Coach
- Solutions

Management Qualifications:

- Customer Service Management



Bespoke Training

Our bespoke Academy Training is fully tailored to member requirements

Professional Qualifications

We offer a range of professional qualifications to develop and recognize customer service skills, knowledge and behaviours at all career levels. They have been designed using the National Occupational Standards for Customer Service and cover four key areas of development:

- You and Your Customer
- You and Your Organisation
- You and Your Colleagues
- You and Your Development



Communications Qualification

Essential skills for those dealing with internal and/or external customers



Solutions Qualification

Identify and create solutions for improvements to customer service and trend spotting



Innovation Qualification

Develop and implement improvements to customer service



Customer Service Coach Qualification

For those who coach individuals to improve their service and want to develop their own coaching skills



Study period:

3-6 months for a single qualification

6-12 months for combined qualifications



The Institute of
Customer Service

Case study

The member's challenge

The primary challenge was to address high staff turnover post onboarding and build loyalty by formally recognising the skills of employees and providing targeted support to those beginning their journey in the contact centre.

Our solution

The Professional Qualifications program has had a transformative impact on both the participants and the organisation. Employees who completed the qualifications broadened their skills and perspectives, with communications and coaching being particularly popular. Pension Protection Fund also subsequently looked to introduce access to qualifications as an opportunity for those that passed their probation, thereby increasing staff retention. The coaching qualification, in particular, changed the mindset and techniques of the staff, fostering a more questioning approach in their interactions.



Kevin Taylor
Quality Assurance & Training
Team Leader

"It's rewarding to see people go through it and see our individuals pick up new skills."

Management Qualifications

A qualification for leaders who are committed to delivering excellent customer service

- Improve skills, capability and confidence of your leaders and managers
- Implement a mix of theory, strategy and practice
- Maximise the potential and effectiveness of your leaders and managers



About the qualification

The 8-module course provides you with a theoretical framework, practical tools and techniques enabling your leaders and managers to:

- Develop a high-performing team culture
- Implement effective customer service strategies
- Create improvement plans

The course is especially beneficial for leaders and managers responsible for customer service delivery (internal or external) through their team or implementing customers service strategies

Next intake in February 2025. Enroll now!



Case study



The member's challenge

Helen Bowman, a newly appointed Customer Service Director at Gamma, faced a unique challenge. Having been in her role for just over a year and undertaken workshops in the past, she was looking for a more advanced qualification that would build on her leadership skills and help her deliver a full customer service strategy that could be implemented across the business.

Our solution

The management qualification is providing her with the tools to develop a compelling customer service strategy, demonstrate ROI, and secure investment to boost Gamma's retention and growth through top-tier service standards. Moreover, the training helped Helen identify team members who needed further professional development. As a result, the language and insights gained from the course have started cascading through her management teams, which in turn have influenced customer interactions.



Helen Bowman
Customer Service Director

“The course is very cleverly structured to invest the knowledge you gain within the real-life context of your organisation.”

Our Academy offering

ServiceFocus

- ServiceImpact
- FirstImpressions
- ServiceManagement
- Coaching for Service Excellence

Can be used with
Train the Trainer

Qualifications

Professional Qualifications:

- Communications
- Innovations
- Customer Service Coach
- Solutions

Management Qualifications:

- Customer Service Management



Workshops (in-house & open)

- Trust & Customer Experience
- Connecting Customers with Digital
- Introduction to Vulnerable Customers
- Handling Complaints Effectively
- Customer Journey Mapping
- Customer Metrics
- Managing Hybrid and Remote Teams
- Root Cause Analysis
- Building High Performing Teams
- Handling Challenging Customer Interactions

Bespoke Training

Our bespoke Academy Training is fully tailored to member requirements

Workshop Overview

1

About

A series of interactive workshops providing shorter learning experiences focusing on the *Why*, the *What* and the *How*

2

Delivery

Our workshops are led by an experienced Learning & Development consultant and include group discussions, break out rooms, live chat whiteboard, case studies and scenarios to bring the subject matter to life

3

Structure

The workshops are delivered

- In-house either ½ day or full days - contact your Client Development Director
- Delegates can also attend 'open' workshops - details can be found at:
www.instituteofcustomerservice.com/events/



Workshops

Our interactive workshops provide shorter learning experiences focusing on the **Why**, the **What** and the **How?**

- Trust & Customer Experience
- Connecting Customers with Digital
- Introduction to Vulnerable Customers
- Customer Metrics
- Handling Complaints effectively
- Introduction to Customer Journey Mapping
- Managing Hybrid Service Teams
- Customer Service Root Cause Analysis

Our Academy offering

ServiceFocus

- ServiceImpact
- FirstImpressions
- ServiceManagement
- Coaching for Service Excellence

Can be used with
Train the Trainer

Qualifications

Professional Qualifications:

- Communications
- Innovations
- Customer Service Coach
- Solutions

Management Qualifications:

- Customer Service Management



Workshops (in-house & open)

- Trust & Customer Experience
- Connecting Customers with Digital
- Introduction to Vulnerable Customers
- Handling Complaints Effectively
- Customer Journey Mapping
- Customer Metrics
- Managing Hybrid and Remote Teams
- Root Cause Analysis
- Building High Performing Teams
- Handling Challenging Customer Interactions

Bespoke Training

Our bespoke Academy Training is fully tailored to member requirements

About Bespoke

We can create an entirely new customized offering, based on your individual needs. Through an extensive consultation process, we'll identify your specific challenges and tailor training around them

Themes include:

Customer Journey Mapping
Handling Complaints Effectively
Building High-Performing Teams
Trust & Customer Experience
Digital Engagement
Vulnerable Customers
Customer Metrics
Root Cause Analysis
Managing Hybrid and Remote Teams
Performance Management and Improvement

Challenging Customer Interactions
Recruitment & Retention Strategies
Service Strategy Development
Emotional Intelligence
Effective Communication
Leadership in Customer Service
Operational Excellence
Customer Satisfaction Measurement
Legal and Regulatory Compliance
Strategy for Digital Transformation

A member's story: Scottish Water



Q&A



Next steps:

- **If you're interested in exploring any of our training, get in touch.**

My email: stefan.parker@iscmail.co.uk

Academy email: academy@iscmail.co.uk