



CUSTOMER HANDLING SKILLS TRAINING

DELL, INC. (TECHNOLOGY)

CUSTOMER HANDLING SKILLS - THE KEY TO EXCEPTIONAL CUSTOMER SERVICE

Dell at a glance:

- A fortune 500 company.

- One of the largest technological corporations in the world, employing more than 103,300 people worldwide.

- Dell sells personal computers, servers, data storage devices, network switches, software, computer peripherals, HDTVs, cameras, MP3 players and also electronics built by other manufacturers.

About the Customer

Dell, Inc. is an American privately owned multinational computer technology company based in Round Rock, Texas, United States. Dell develops, sells, repairs and supports computers, and related products and services. The company is one of the largest technological corporations in the world, employing more than 103,300 people worldwide.

Dell sells personal computers, servers, data storage devices, network switches, software, computer peripherals, HDTVs, cameras, printers, MP3 players and also electronics built by other manufacturers. The company is well known for its innovations in supply chain management and electronic commerce, particularly its direct-sales model and its "build-to-order" or "configure to order" approach to manufacturing—delivering individual PCs configured to customer specifications.

The Customer's Needs

Dell strongly believes that the key to having a successful business is a relentless focus on not just good customer service, but totally awesome customer service. And so in its consistent emphasis to improve customer service, specifically where field technicians are involved, Dell was looking for a web-based, experiential training, which integrated the following objectives:

- Incorporate Dell's guidelines for achieving customer satisfaction with learners.
- Integrate key concepts related to a "moment of truth", taking every interaction with a customer as being an opportunity to satisfy and impress them.
- Include parameters used by Dell to evaluate service performance.

Audience for the training included:

- Dell Certified Systems Engineers
- Dell Service Providers
- Field Technicians



The background features a close-up, slightly angled view of a laptop keyboard and a smartphone. The entire scene is overlaid with a semi-transparent blue filter. The text is centered in the middle of the image.

**THE INFOPRO DIFFERENCE –
LEARNING FOR PERFORMANCE**

THE INFOPRO SOLUTION:

After analyzing Dell's customer support process, InfoPro proposed a multi-path and multi-role training program to encompass the entire customer support lifecycle starting with Dell's callcenter agents and ending with field technicians. This training program included a multi-path as it was targeted for both client and enterprise-field technicians.

InfoPro developed a web-based training involving the following key areas:

- Delivering the best customer experience
- Understanding the 'moment of truth'
- Evaluating service performance
- Apprising the Dell dispatch process
- Handling scheduling errors
- Handling difficult customers

INSTRUCTIONAL STRATEGY

InfoPro developed a Level 2 to 3 Web-based Training (WBT) using a combination of several instructional design strategies to impart learning at **Bloom's Level 1 to 3** – knowledge to application level.

The content for the WBT was wrapped in easy-to-understand capsules. The best instructional strategies such as **Gagne's Nine Events** and **Adult Learning Principles** were implemented.

These strategies emphasized qualities that are critical in adult learning tasks, such as the importance of experience, self-direction, intrinsic motivation, and immediate value in learning activities.

Based on the idea that knowledge cannot be known and fully understood independently of its context, **scenario-based instructional strategy** was also applied to provide a real-life context.



Technologies & Tools used:

- Flash
- XML

-Section-508 Compliant

- Instructional Approach:

- Gagne's Nine Events
- Adult Learning Principles
- Scenario-based instructional strategy

Two types of scenarios were designed, **role-based**—with probing questions and customer's responses and **situation based** given in a particular situation, how a learner will troubleshoot/resolve a problem.

The training also includes **inline questions** at the end of each lesson, designed per Bloom's Level 1 to 2. Upon attempting the inline questions, diagnostic feedback is provided to the learner. Post training assessments include **Didactic questions** and **Drill-and-Practice** activities.

DESIGN STRATEGY

The learners are presented with self-running demos consisting of a series of screen captures forming a real-life scenario. Demos are used to showcase and provide supporting text instructions for the connecting steps involved.

Once the learner views the self-running demos, they have a "Try It" option, which consists of the interactive simulation, where learners can try the same steps on their own. The interactive strategy provides instructions along with feedback at every step when the learner makes a mistake or deviates from the procedure.



A group of five business professionals (three men and two women) are gathered around a table, looking at a laptop screen. The image is overlaid with a semi-transparent orange filter. The text is centered in the middle of the image.

**THE INFOPRO DIFFERENCE –
LEARNING FOR PERFORMANCE**

TRAINING OUTCOMES

While InfoPro delivers significant value through its innovative use of technologies, our process excellence doubles the value delivered to our customers

With over two decades of experience in developing learning and training solutions, InfoPro worked together with Dell as a partner to understand the vision Dell shares and giving its best in the form of engaging training for improved customer satisfaction. Major training benefits included:

- Dell's foundational principle of good customer experience was incorporated with its customer support line.
- Customer support staff gained confidence and were motivated to deliver the highest customer experience.
- Customer satisfaction ratings increased significantly as measured after 3 months of training delivery.

The screenshot shows a training interface for Dell. At the top left is the Dell logo. The main title is 'Field Technician: Customer Handling Skills'. Below the title, it indicates the 'Module: Delivering a Good Customer Experience' and the 'Topic: Understanding "Moment of Truth"'. On the right side, there are 'Exit', 'Help', and 'Search' icons. The central content area features a video player showing a woman, Sophie, smiling at a laptop. A text box to the right of the video is titled 'Understanding "Moment of Truth"' and contains a paragraph describing Sophie's positive experience with a field technician. At the bottom, there is a navigation bar with icons for 'Menu', 'Glossary', 'Bookmark', 'Print', 'Audio', 'Previous', and 'Next'. A progress bar and 'Page 1 of 5' indicator are also visible.

Field Technician: Customer Handling Skills

Module: Delivering a Good Customer Experience Topic: Understanding "Moment of Truth"

Understanding "Moment of Truth"

Sophie just had the motherboard of her system replaced. Prior to visiting her, the field technician called her to set up an appointment. To her delight, he reached on time, completed his work quickly, and made sure the problem was resolved. He then arranged everything as he had found it and informed Sophie about what he had done to fix the problem. Sophie thinks the field technician was punctual, efficient, and professional. For Sophie, this is a "Moment of truth".

Animation Slider Bar

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**THE INFOPRO DIFFERENCE –
LEARNING FOR PERFORMANCE**

AWARDS & RECOGNITIONS

- 2014 & 2013

TrainingIndustry.com
“Top 20 Content Development Companies” List

- 2014 & 2013

TrainingIndustry.com
“Top 20 Training Outsourcing Companies” List

- 2013

“CLO Learning In Practice”
Silver Award

- 2012

Brandon Hall Gold “Excellence Award for Content Development”

-2012

Brandon Hall Gold Excellence Award for “Best Advance in Social Learning Technology”

INFOPRO LEARNING – THE RIGHT CHOICE

InfoPro Learning helps organizations rapidly transform talent by focusing on Learning for Performance.

A global, award-winning learning and training solutions company for almost 20 years, InfoPro provides performance improvement strategies, blended learning solutions and managed training programs. At InfoPro, performance innovation, cutting-edge technology and a talented team are combined to deliver successful workforce solutions and business outcomes. InfoPro Learning is obsessed with helping customers build training capacity, advance their practices and respond effectively to changing learner needs.

For more information about InfoPro Learning, Inc., visit: www.infoprolearning.com, call (609) 606-9984 or email us at info@infoprolearning.com



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