

# Reed Learning helps reduce customer complaints at Premium Credit by 50%

Reed Learning has been working with Premium Credit to create bespoke in-house training solutions for the customer services team, with the aim of raising customer satisfaction and boosting morale.



## 1. THE PROBLEM

A combination of Reed Learning's "PhoneCoach" system, along with existing and bespoke course content has kept costs low but impact high at Premium Credit.

"The aim of the training was to increase customer satisfaction, boost morale and reduce complaints. In-house training was chosen because the course needed to be designed specifically for us: we wanted a customer service programme that included motivational techniques and confidence building for front line staff.

Over the past few years Premium Credit has seen some great results from Reed Learning courses, so they were an instinctive choice. It's good value, but most importantly, good quality training, and we find the way they adapt the delivery and pitch of the programmes particularly beneficial to a company like ours." Jessica Brush, HR Advisor, Premium Credit

## 2. THE SOLUTION

The course was designed and delivered by one of Reed Learning's lead trainers - Liz Howell - who has been providing customer service training for over 20 years. The course contained the following elements:

- Developing phone confidence
- Developing caller empathy
- Key words and phrases that are proven to work
- Taking control of the call positively

After the initial training, staff were given learning tasks to accomplish and observations to make. Several weeks later we followed up with a practical session using our highly effective telephone recording equipment "PhoneCoach". Techniques used during the follow-up included:

- Call listening and roleplay in real customer-related call simulations
- Identifying areas of improvement
- Turning principle into practice

## 3. THE VERDICT

"The feedback following the course was excellent, and delegates have said that the training has helped them get more enjoyment from their job. From my perspective the most impressive outcome was in the way the staff have become more open to trying new things. Before the course it was rare for customer service staff to tackle the four different types of client queries we deal with, but we have now doubled the number of staff who take calls from all four phone lines - it's a real turnaround."

Jessica Brush, HR Advisor, Premium Credit

**"The numbers speak for themselves- we've seen a 50% drop in complaints, and in the last two months we've had five clients call in to compliment our customer services team, which is great for the business."**

Premium Credit is the leading insurance premium finance provider in the UK and Europe, having first launched the service in the UK in 1988. As part of the Bank of America, they work with over 3,000 brokers and insurers (including Lloyd's) across the commercial, personal, and professional indemnity insurance market. They have nearly two million customers and collect 14 million direct debits each year.



## SPECIALIST ACCOUNT MANAGEMENT

The Reed Learning Account Manager who supported Premium Credit project was Mike Cork.

**"When we were approached to establish a programme of customer service training at Premium Credit, my first step was to identify the most appropriate trainer. Liz Howell combined a background in customer service with a track record in developing financial services teams with excellent results."**

The final programme received high praise from Premium Credit, and we're pleased to have helped raise the customer service standards within the organisation. We achieved this through working in close collaboration and using a combination of prepared and bespoke course content, which kept costs low, but impact high."

Mike joined Reed Learning in 2005 to provide focussed support within Financial Services. During that time, Mike has had direct involvement with most of the UK's leading Financial Services, Investment Banks, and Insurance / Hedge Fund businesses, including Lloyds TSB, Barclays, Premium Credit, WMS, RBS, and VISA.

**"I just wanted to say a massive thank you to Mike for all his help in establishing our training programme at Shipowners'. Mike is extremely passionate about the service you offer. We are very excited to be working closely with Reed again."**

Leanne Ford, HR Manager, The Shipowners' Protection Limited



## IN-COMPANY TRAINING IS:

- Convenient – courses can be delivered at your chosen location at your chosen time, minimising your employees' time away from work
- Tailored – a range of courses can be mixed and matched to create the programme that best meets your needs
- Industry-specific – case studies and materials used in our programmes can be selected based on relevance to your particular industry
- Brand new – if we don't already have the course you want, we will write it for you. We can deliver a huge range of programmes, from workshops to executive coaching to 360° reviews
- Confidential – in your own location or environment, delegates can discuss real issues and use real data to learn practical, not theoretical lessons
- Expert – Reed Learning has over 30 years' experience delivering training and access to the UK's largest database of training and consulting expertise. If we don't have the expertise in-house we will find it for you

## THE DEVELOPMENT PROCESS VARIES ENORMOUSLY FROM CLIENT TO CLIENT, BUT AS A ROUGH GUIDE, THIS IS HOW IT WORKS:

### 1. Tailored requirement

You identify a training need that may not be met by an open scheduled course. Or you may be looking to run a training event for a group or whole department.



### 2. Contact

You call our account management team on 020 7520 6600 or 02890 248 347 (Northern Ireland and Ireland).



### 3. Consultation

You'll be directed straight to one of our sector-specific account managers, who'll schedule a time to establish what you want to achieve from the course. With your objectives in mind, they'll help you plan a programme that gets the best from your training budget, no matter how large or small.



### 4. Programme outline

Once your Account Manager knows what you want to achieve, they'll select the most appropriate trainer who will provide you with a draft programme outline.



### 5. Review proposal

You can then review the course proposal, discuss the best delivery methods with your trainer and make any revisions until you are completely satisfied with the content.



### 6. Location

Then you just need to decide whether you want to run the course on your premises or at an external location, which we can arrange for you.



### 7. Feedback

Within two weeks of the training a detailed summary report is emailed to you containing the trainer's and delegates' evaluation of the programme.

## A LITTLE ABOUT REED LEARNING

Reed Learning is one of the UK's leading training companies, delivering more courses, more often, in more locations than anyone else. We're passionate about quality, and many of our courses are endorsed by professional industry associations. Our public and in-house training courses deliver results that make a real difference, and our clients agree: 99.5% would recommend us to a colleague.



Greater London  
National Training Awards 2003

