

About the Company

For over a hundred years, Domestic & General have been a provider of aftercare for millions of domestic appliances. With over eight million customers, today they are one of the UK's leading specialist warranty providers.



They provide protection, maintenance, and support for 23.9 million products, ranging from televisions to washing machines to boilers.

The Challenge



The client approached us through a recommendation as they had identified a gap in the training provided in-house. They currently do not have any learning specialists within the organisation with a background in vulnerability, and with an immediate training need they invited us to deliver vulnerable customer training.

The overall objective was to give the Service Watch team a deeper understanding of vulnerability and to enable them to deal with the diverse and difficult calls from vulnerable customers. This was a key objective as the Service Watch team only ever handle calls with vulnerable customers in their day to day job.

The Solution

We designed and delivered 2 training sessions with 17 team members on 'Managing Emotionally Difficult Conversations'.

The course content included:

- Recognising extreme vulnerability
- Building trust and responding empathetically
- How to improve active listening skills
- Signposting and managing emergencies
- Increasing emotional resilience



Upon delivery of the first session, it became apparent that the participants' training requirements were needed at a lower level of understanding vulnerability than the course designed. Their immediate need was knowing how to identify potentially vulnerable customers and respond appropriately to the customer's needs. Taking this feedback on board, the remainder of the course was quickly and expertly diverted from the agreed course content to meet the exact needs of the team members.

The client was very appreciative of our ability to adapt the training courses at such short notice, as the initial scope given to us was not exactly what was ultimately required.



Results

The client was delighted that the key objectives were met, despite the short notice change to course content.

Immediately following the training, the feedback from the Service Watch team was overwhelmingly positive. The team members stated that the training had been highly informative and reinforced that they were already doing the right things within their job roles.



Since the training, the client has seen a more positive approach from the Service Watch team. The training has increased their belief in themselves that they are doing the right things to help identify and support vulnerable customers. They are also handling calls with far more confidence, using the tools and techniques covered in the training to support them with the more challenging conversations.

“I would just like to add on a personal note that working with Helen has been a pleasure and, as mentioned, we are very grateful to her for adapting the initial scope to better reflect the needs of the teams during the training. Being able to do this reflects on Helen and her knowledge of the Vulnerable Customer space extremely well.”

“A great session, thank you Helen!”

“Really enjoyed the training, very informative and relatable”

“Excellent session and good discussion points!”

Can Helen Pettifer Training Help you?

Customer Service Consultancy and Training, specialising in Vulnerable Customers. Helen Pettifer Training provides in-house and on-line training, training manuals and eBooks. As well as compliance support, documentation and policy consultation.

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TRAINING

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