

GLOBAL SHIPPING COMPANY

(REVENUE: OVER \$10 BILLION)

Objective

The objective of the training initiative was twofold: 1) to equip and inspire call center reps to proactively probe for additional opportunities and position their services in light of those discovered needs, and 2) increase customer loyalty by providing a higher level of customer service

Deliverables

- » The management and HR team attended the Hiring Excellence program where they learned the skills to effectively and accurately identify the most qualified candidates.
- » Team leaders attended an accelerated program for managing, coaching, motivating and retaining employees

- » Telesales reps participated in ASLAN's inside selling skills program – iS180 – and the customer service skills program – Creating Loyal Customers (CLC).
- » ASLAN provides continuous education for managers on an as-needed basis as well as facilitates the iS180 class for each new hire group.

Results

A 14% increase in ground shipments and the activation rate for new customers almost doubled.

IN 30 YEARS
I HAVE ATTENDED
MANY SUCH
CLASSES. THIS IS
THE BEST AND
MOST COMPLETE
TRAINING I HAVE
EVER HAD

Participant