

# Investing in people to deliver service excellence

Developing people and equipping them with the skills to exceed customer expectations has long been a priority at JohnsonDiversey. That commitment to customers – underlined by further investment in training staff – has increased during the recession.

**JohnsonDiversey is a leading global provider** of commercial cleaning and hygiene solutions. It recognises the company's core strength is its own people – and in 2008 it took further positive steps to prove it.

Customer Service Excellence, a major training and development programme, was launched four years earlier. The benefits for employees and customers have been so impressive the company had no hesitation in extending its investment to other areas of the business.

"This programme has been put together to refresh, improve and support all our employees in the delivery of the JohnsonDiversey approach to customer service," says customer service project manager (Europe) Michelle Mckenna.

The programme consists of various modules which explore specific aspects of customer service. In between, employees are coached to help them put this learning into practice.

"Customer Service Excellence is now being run in 13 countries across Europe which means our understanding of and approach to customer service will have the consistency and reliability that our customers demand."

The programme is suitable for anyone working in customer service, regardless of their level of experience. It helps to provide new staff with the knowledge, skills and behaviours to deliver service with confidence. It also helps those who have worked in customer service for some time to enhance their skills and professionalism.

The benefits also impact on others who learn from talking and sharing experiences with colleagues on the programme.

**GB Training & Consulting** has worked with JohnsonDiversey to develop the Customer Service Excellence programme.

"They designed our original service programme, so were already very closely aligned to our service approach and our business," says Michelle. "We



*Providing service excellence worldwide are (left to right): Lindsay Maclean (deputy manager Technical Customer Services UK), Tamara Pieris (Customer Services UK), Amy McLauchlan (deputy manager Customer Services UK), Christine Billingmark (customer service manager, Sweden), Julie Pattegay (customer service manager, France), Ludmila Bondareva (customer service manager, Italy), Louise Roth (HR partner, Denmark), Eugene Kotze (customer service and logistics manager, South Africa); and (front): Jan Veyvalka (customer service director, Eastern Europe) and Michal Sienkiewicz (customer service manager, Poland).*

worked together to identify our needs and on designing the best programme to embed the service culture we want across our business."

Modules cover areas including communicating with customers through building rapport, enhanced listening and questioning skills; continuous improvement through complaint handling; problem-solving and root cause analysis – emphasising the importance of using customer feedback to improve service delivery.

Individuals have been coached to deliver the programme and 22 trainers are rolling this out throughout 2009 to more than 180 people across Europe.

"Feedback from customer service professionals who have attended the training has been overwhelmingly positive," says Michelle.

"We're confident that while we continue to increase our people's capabilities our customers will remain loyal as a direct result of the passion that staff have in delivering customer service with excellence." □

*JohnsonDiversey provides cleaning and hygiene solutions to the institutional and industrial marketplace – serving customers in hospitality, food service, retail, health care and building service contractors worldwide. Products are sold directly and through distributors in 160 countries.*