



**Client: - pioneer in entertainment industry**

**Requirement: - Customer Service Training**

The client is a pioneer establishment in the city providing entertainment services to its customers. Chennai recently saw a large number of bigger national players coming into the entertainment industry.

Our client was concerned about losing out on quality to their customers as their competitors had better qualified employees. They were also venturing into tele-booking of tickets. They wanted to provide an efficient experience for their customers.

Our GO Accomplish team spent time with the trainees to assess their level. This enabled us comprehend the entertainment industry so that we could impart develop the most effective program.

We prepared specific training modules and through classroom interactions and presentations we imparted the skills required. The entire training program was interactive and the exercises were written and oral.

We broke down the training program into customer service, telephone handling skills and to effectively handle customer complaints.

Our aim was to increase employee's productivity to bring our clients up to date with the changing scenario.

For example we broke down the operations of the company to make employees understand the value of each ticket to the company. While the cost of one vacant seat would just be a hundred odd rupees per show at the end of the day it costs the company 50 odd lakh rupees per movie.

Instances like this helped the employees better understand the importance of keeping their customers happy. We taught them customer courtesy and how to build a better relationship with customers to better address their needs.

Telephone handling skills was also discussed to build rapport and effectiveness of voice modulation. This helped them in dealing with irate customers.

We split the employees into groups of 15 each and conducted 2 day sessions for both the batches. At the end of the training we added another product 'retention of training', a web-based solution.



The trainees could log on at any time to our website to brush up on the skills we had just imparted to them.

This training exercise left the trainees feeling better equipped to deal with customers, increasing their confidence levels and boosting our client's profits.