

RIT CENTER FOR QUALITY AND APPLIED STATISTICS

GRIFFITH ENERGY CUSTOMER NEEDS AND SALES OPPORTUNITIES

LEAN SIX SIGMA GREEN BELT TRAINING PROJECT



Background

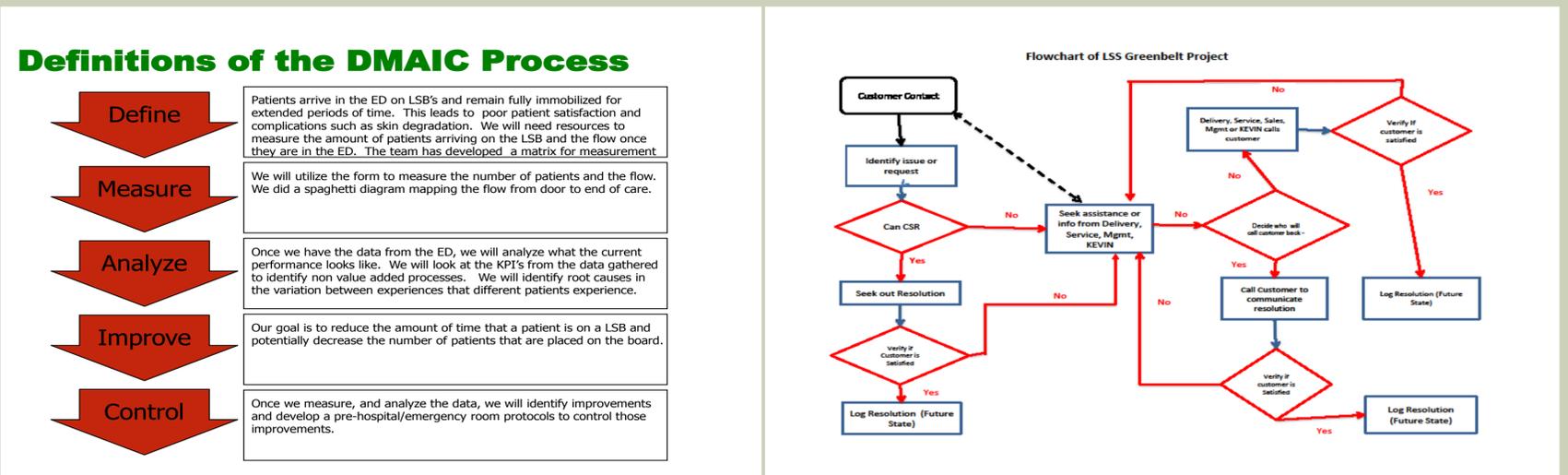
Griffith Energy receives numerous calls from customers concerning regarding various needs and issues. Due to the complexity of the questions posed by customers, customer service often struggles to provide prompt and accurate solutions. This leads to longer call times and unsatisfied customers who have to speak with numerous representatives to have their problems resolved. As a result, the company is left with dissatisfied customers and a negatively impacted reputation.

To address these issues, Griffith Energy intends to implement a new training system for its customer service representatives that will lead to better service. The company will look to improve in many areas including communication, standardization of call handling, billing, and sales.

Project Goal

The project goal is to provide better training to the company's customer service representatives to improve the timeliness and quality of responses to customers. The expectation is that improved customer service will grow sales and revenue and enhance the company's reputation.

Method



Results

A new training system was implemented that included the creation of a standard operating procedure for customer representatives to follow and a new training system focused on high call volume. The procedure included strategies to sell additional products. Scripts and reference aids were developed to would reduce inconsistency and resolve customer questions as quickly as possible without transferring calls when a representative is unable to solve a problem.

Conclusions

Griffith Energy's number one goal is to have satisfied customers who feel that the company is providing the best customer service possible. The company was struggling to meet this goal and, consequently, had disgruntled customers and a tarnished reputation. To address this situation, it implemented a new method for handling customer calls.

The new system not only to improved customer service but has also demonstrated increased sales. Representatives are now better trained in areas which see the most call volume. Calls are monitored on a daily basis and status meetings are held on a regular basis continuously evaluate the usefulness of this newly implemented system.