



# PROFESSIONALISING CUSTOMER RELATIONS

BECOMING A CUSTOMER-CENTRIC COMPANY

## TESTIMONIAL

“When we asked Cegos to help us develop our customer relations skills so that we could tackle the challenges ahead, it was clear that the Cegos team was highly professional. We were impressed by the team’s in-depth analyses, responsiveness and adaptability.

Cegos’s expertise, technical approaches and innovative tools helped us give our customer relations a remarkable boost.”

Attoubey Marguerite Yapi, Head of the O Client project

CIE is taking steps to anticipate the possible deregulation of the Côte d'Ivoire electricity market in 2020. The challenge is to develop the company's culture so that it can retain the largest possible share of the market.

CIE decided to entrust Cegos with the "O Client" project. The aim was to change the customer relations culture and practices throughout the company and become a standard-setter for customer satisfaction in Côte d'Ivoire.

After assessing the needs of over 60 employees, a tailored professional development programme was drawn up and approved for each population:

- For all employees: a half-day course on the basics of customer relations
- For customer-facing employees: 2 days of specialised training per business line
- For front-line managers: 1 day of specialised training per business line and a coaching module on "Managing customer relations"
- For Regional Managers: a module on "Managing customer relations".

A team of in-house trainers was formed specifically to deploy the project to the 4,500 employees. 12 trainers were evaluated and selected, then accredited for the various modules.

On completion of the training sessions, the trainers coached the employees as they implemented the training outcomes and adopted the practices in their day-to-day work: they observed them on the job and drew up a progress plan.

## BENEFITS

- A CIE Customer Relations Charter was drawn up as part of the project and shared with everyone.
- Over 4,200 employees were trained in the Basics of Customer Relations in 18 months, which is 98% of the workforce.
- 76% of the learners feel capable of putting what they learnt into practice.

## KEY SUCCESS FACTORS

- Strong involvement of the CIE senior management team as project sponsor and contracting authority
- A prior assessment to define the professional development programme's objectives and success factors
- The creation of a project team within CIE right from the assessment phase
- A team of in-house trainers dedicated to the project, set up following a rigorous, demanding selection process
- The collaboration between Cegos and CIE, based on trust and closeness

CONSEIL ET FORMATION EN ENTREPRISE

\* Bien plus que des savoirs



BEYOND KNOWLEDGE\*