

INTRODUCTION

This report was prepared after BKE was contacted by Metropolitan Energy, Inc. for customer service consultation. Metropolitan Energy is a fast-growing company which must re-evaluate their current customer service department in order to adapt to the needs of their evolving business and clientele.

Goals

Through this report, there are four main goals that BKE wishes to accomplish to provide the most effective service to Metropolitan Energy, Inc. These goals include:

- Provide quality research that shows the most recent trends in customer service.
- Create a revised training program tailored to the specific needs of the company.
- Discuss reasoning behind methods and provide applicable examples within our revised program.
- Give detailed instructions on distribution and implementation of program resources.

Conducting the Research

With these specific goals in mind, BKE began gathering research from primary and secondary resources. This research discussed training methods, learning styles, and evaluation techniques all of which were found to be key components of a successful customer service program. The research methods utilized in this report include:

- Scholarly journals
- Human Resources Interviews
- Customer Service Observation
- Myers-Briggs Research

Applying the Research

After reviewing numerous training program techniques, it was decided that the three – step approach would be most appropriate for Metropolitan Energy, Inc.'s specific needs. The three steps are as follows:

- Needs Assessment
- Development
- Evaluation

Proposed Customer Service Training Program – Conclusive Report

Each of these three steps will be elaborated on to ensure that company management fully comprehend the importance and reasoning behind this proposed tactic. Specific topics within these three steps will also be discussed to give the company a deeper understanding their benefits and implementation.

Expected Outcomes

By the conclusion of this report, BKE will have provided Metropolitan Energy, Inc. a thorough explanation of our research, the proposed training program, and why it will be successful for your company. In addition to the report, BKE has also included an in-depth training program guide, located in the appendices. This guide provides everything needed to implement the new training program. Some examples of the tools offered in this program guide include:

- Quizzes
- Training Media
- Seminar outlines
- Sample customer service satisfaction surveys
- Myers-Briggs assessments

Utilizing the report, along with the detailed program guide, Metropolitan Energy, Inc. is guaranteed to launch an innovative and successful training program.

Needs Assessment

Needs Assessment involves identifying the strengths and weaknesses of employees. Then comparing these findings with the skills and abilities that are needed to provide customer service. Needs analysis is performed to "determine what training is needed, what needs to be taught, and who needs to be trained" (Gillies and Johnson, 2004, p. 173). The purpose of the needs assessment is to identify the current state of the organization and the desired state of the organization. The needs assessment is a critical step in the training process. It is important to identify the current state of the organization and the desired state of the organization. The needs assessment is a critical step in the training process. It is important to identify the current state of the organization and the desired state of the organization. The needs assessment is a critical step in the training process. It is important to identify the current state of the organization and the desired state of the organization.