



Leadership
Development

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Suzi Keenan, Learning & Development Manager,
Comet

Comet pioneers new approach to customer service

Competitive Advantage
case study



www.comet.co.uk

The challenge...

To achieve its ambition to become Britain's most trusted electrical specialist, Comet needed to turn its employees into expert advisors, capable of helping customers find the best possible product for their individual needs...



www.ldl.co.uk

The solution...

“We know that customer loyalty is driven by our ability to help customers make the right decisions,” explains Suzi Keenan, learning & development manager, Comet. “That is dependent on two things: equipping our colleagues with up-to-the-minute knowledge about the products we offer and developing their ability to get customers to talk about their needs.”

With thousands of employees coming into daily contact with customers, the scale of the challenge is not to be underestimated, “We have over 8,000 employees interacting with customers on a daily basis, be that in our stores, in customers’ homes, when delivering, installing or repairing goods, or through our contact centres, supporting online sales and delivery dates. It simply isn’t feasible to send all of them on an external course,” says Keenan.

Another way forward

At the same time, Comet needed to ensure the development provided would have the desired effect. Explaining the rationale behind the decision to appoint learning and development specialists LDL, Keenan says cultural fit was a key priority. “LDL’s status as a trusted provider and its focus on creating behavioural change was entirely in keeping with what we wanted to achieve. LDL’s knowledge and the attention to detail were exactly what we wanted to give our customers.”

The overall objective was to transform proficient customer service, into excellent customer service. “When people first join, they follow a basic e-learning programme and take part in an induction to ensure they’re given the training to become proficient at helping customers and advising on products and purchasing decisions,” says Keenan.

To take service to a new level, LDL piloted a number of different approaches and decided to take the unusual

step of passing on its intellectual property to Comet by coaching and accrediting a small number of Comet Trainers - to deliver LDL’s Professional Customer Service & Sales internally to selected sales advisors.

“LDL’s decision to coach carefully selected Comet Trainers on how to deliver its Customer Service & Sales course, awarding them LDL accreditation status when they achieved the desired standard, was hugely beneficial. The LDL Accreditation Scheme enables us to benefit from all of LDL’s customer service knowledge, in a way that also allows us to incorporate our rapidly changing product knowledge requirement and Comet language,” says Keenan.

LDL accredited development team gets results

“The decision to create an in-house LDL accredited development team was definitely the right one,” says Keenan. “The stores that participated in the pilot last year experienced a marked improvement in their ability to meet customer needs, increasing sales by an average of nineteen percent. Best of all has been the many thank-you letters from delighted customers, praising individual employees for their help. It’s been more motivational than any bonus scheme.”

Recognising the importance of inspiring colleagues to put time and effort into lifting their customer service skills even further, Comet has also invested in LDL development for its Store & Sales Management teams. Keenan says, “We decided to integrate some of the key principles from the LDL Inspirational Leadership Development programme for over 250 managers to help them make our corporate vision meaningful and personally engaging for them and their people. Only then can we ensure everyone is 100 per cent committed to driving the business forward.”

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Want to improve customer service?

LDL can help you gain competitive advantage by making your people passionate about delivering outstanding customer service. Our unique *Skill+Will™* approach to development equips individuals with both the ability and desire to make a difference.

To talk to one of our consultants for a free business consultation about your requirements: email learning@ldl.co.uk or call us on +44 (0)20 7381 6233

