

## Case Study



### ***District Manager - Cross Functional Service Training***

#### **Situation:**

Gaps were identified in service administration and sales processes. Communications between customers, dealers,

field offices, the national service center and OEM management were exacerbating process deficiencies in a very complex service management / product control situation. These gaps led to the inadvertent firing of customers on a random basis.

#### **Objective:**

This original equipment manufacturer was interested in developing training modules to help counter the CSI issues for its district managers. They wanted to clarify situations where gaps in sales and administration processes were occurring in customer service areas.

#### **Solution:**

A series of training modules was developed to reflect real field problems and issues and to provide a platform from which to discuss these issues. The modules reflected real customer claim situations and assumptions with RO detail as a back up.

Each module featured a service, manufacturing or communications gap that had actually occurred between the customer and the OEM so that district manager training cohorts could take part in interactive discussions to help solve each situation.

## **Cross Functional Training**

The **design and delivery** of **training** leads to the enhanced, improved creation of new levels of accomplishment.

Continuous improvement **requires training that has clear cut objectives**, is highly **interactive** and realistic, is **instructor driven, team centered** and **competitive, attendance limited and modular**.

**Just ask White Associates.**

