

Professional Skills workshops: Case Study

‘Customer focussed writing’ workshop for
a British multinational banking and
financial services company

November 2019

www.britishcouncil.in

How we helped staff members improve their customer-focussed communication skills

Business need for doing a course

The bank was setting up a new line of business that required a customer services team to be trained

Reason for choosing British Council

The British Council offered a customised training programme to suit the unique needs of the bank

Name of course taken:

'Customer-focussed writing' workshop

Duration: 12-hour course

Course outline:

- Presenting a positive service image
- The POWER writing process
- The 5 Cs of customer-focused writing
- Meeting and exceeding customer expectations
- Editing for conciseness, clarity and grammar
- Using the 5 Cs to review
- Organising and writing refusals
- Writing responses to complaints

Scope of training: 179 students in 10 batches



Areas of focus:

- Professionally qualified teachers
- Delivery style
- Relevance of course content
- Sense of learning progress
- Individual attention from teacher
- Teachers' subject knowledge

>80%

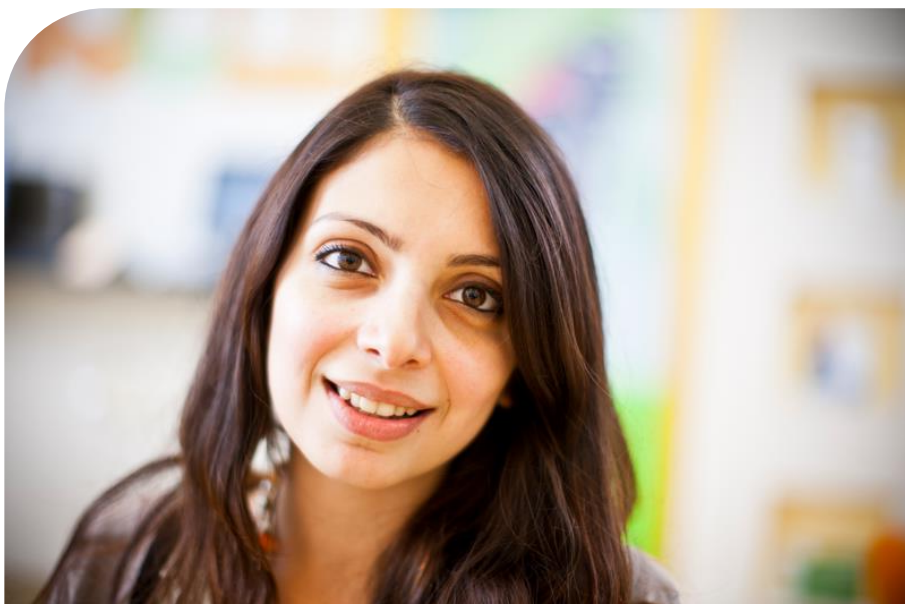
Participant rating of British Council in key areas of delivery

Areas of focus:

- Workshop met my expectations
- Acquired new knowledge/skills in English from this workshop
- Workshop helped me improve my business communication skills

>80%

Participant rating of British Council in key areas of delivery



Feedback on the course

- *“I understood the following concepts: Analysing and organising mail content, formal mail communication, and handling angry/irate customers/employees.”*
- *“The course was helpful in handling customer queries.”*
- *“I learned how to communicate with stakeholders in a crisp/simple manner. And this gave me confidence to handle complaint mails.”*
- *“I learned sensible usage of words for sentence formation.”*
- *“My choice of words and tone used in emails have improved.”*
“I am able to write short and crisp emails.”
- *“I have improved in these areas- Formatting emails, email structuring and effective presentation.”*
- *“I have become more mindful in using the right words in emails, and in drafting short and simple emails.”*
- *“The workshop helped to understand better the structure of email writing.”*

