Professional Skills workshops: Case Study

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

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How we helped staff members improve their customer-focused 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-focused 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.”