



newchapterlearning



The 4 A's Customer Service  
Superhero Programme

# The 4A's Customer Service Superhero Programme

## Giving your customers a reason to love you.

At New Chapter Learning we know that your customers' hold the key to your success. We can help you make sure your customers want to come back again and again and that they become raving fans, because when they do, your business will prosper.

Our 4A's Customer Service Superhero Programme makes learning the fundamentals of great Customer Service both simple and fun.

It gets learners really thinking about what they do and how they do it, while challenging them to change their behaviours and adopt some Customer Service Super powers of their own.

I've been in the learning and development game for 26 years and the learning event they provided was top of the list in terms of activities, involvement and professionalism. I would highly recommend New Chapter Learning to any prospective clients.

*Ray Harrison - Head of Operational Learning and Development, Barclaycard*

### Overview of the 4A's Program

Delivering great service is easy when you know how and that's where we can help. Whether you call your customers 'clients' or 'patients' or 'diners' or just plain and simple 'customer', the principles of great service are the same, only the context in which you deliver is different.

We make understanding the principles of great customer service really easy to understand. We have identified four key themes under which all customer service interactions sit. These are:

- Appearance
- Attention
- Accuracy
- Attitude

Or as we like to call them the 4A's. We break each one down into small, manageable pieces. Our approach is to bring them to life by attaching our very own Superhero to each one and once you have the power, you can call on it at will and put it into action.

### Who we are

We are experts in customer service having spent over 40 years working in Retail Banking. Our experience is both broad and deep. We have:

- been customer service advisers ourselves in one of the toughest industries going - Banking
- supported teams of people who delivered customer service themselves and as a result increased their customer service scores
- got to know what the customer issues were across the whole of their Telephone Banking Division, really looked at what needed to change and then made that change happen. As a result customer service scores increased and they retained and gained more customers.

and even:

- Designed & implemented Customer Service training and won awards for it.

We have used that expertise and, along with our ethos of creating 'learning that sticks', combined our knowledge of Customer Service and skills in Training Design, to create the 4A's Customer Service Superhero program to benefit businesses like yours, helping you open a New Chapter in your success.

And as well as being accomplished Training Consultants we're also fabulous bakers, so expect cake when we meet you.

### What's the benefit to your Training?

- A ready made course, built by training experts with specialist knowledge.
  - Fun, engaging and impactful training that focuses learners on what they do now and get's them thinking about how they might change.
  - Built in activities and action plans that makes the learning immediately relevant to the learners job.
  - Structured learning material that managers can use to support in the ongoing development of Customer Service Skills in their teams.
- And if you like the course, but would like it tailored exactly to your industry, we can do that too.

### What's the benefit to your business?

- When your customers become raving fans they tell others – and that's a lot of free marketing!
- Happy customers are loyal customers and they keep coming back for more.
- Having a reputation for great service protects your brand, builds trust and attracts even more customers.

## How do we share our expertise?

You'll know from your own experience of learning something new, that training comes in many forms and our recipe for success means that there is rarely one training ingredient in our solutions.

Our Programme combines an e-learning solution with a traditional Workbook.

The Workbook runs alongside, encouraging the learner to capture their own relevant experiences, thoughts and actions. This allows for an ongoing and collaborative approach with line managers, to bring the learning to life in the learners own role.

If you want additional supporting materials that your managers can use to help the learning stick - we can provide those too. Just ask.

The role New Chapter Learning have played in supporting Moor House Adventure Centre has been fundamental to many of the progressions and developments the centre has made. They have positively impacted the attention afforded to customers which has increased our corporate customer base.

The staff have received exceptional feedback and we are now seeing increased customer retention too.

*Stuart Graham,  
Centre Manager Moor House  
Adventure Centre.*

## Let's imagine what we could achieve together. Let's talk.

Could we work together?

That idea really excites us.

Together we could create a new chapter for both you and your customers.



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