

CLIENT CASE

Changing people's lives through tailored customer service



**LUCY
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SENIOR CORPORATE HR
SPECIALIST. AMPLIFON

"We have seen a real change in the mind-set of our people. We have asked them to step up their game and to take on the challenge to change the way they've been working - this can be from 2 to 20 years! They've shown a real openness and willingness to do the absolute best they can."

Making the "invisible visible"- changing people's lives through tailored customer service

Challenge

Amplifon is a global leader in hearing solutions and services for retail expertise, customisation and customer care. Since its foundation in 1950, it has followed an ambitious growth strategy. Today more than 12,500 people are working as part of Amplifon in 22 countries across five continents.

Exposed to a competitive market environment, fast technical developments and an increasing number of "low cost" competitors, Amplifon believes its unique selling point is the value it creates for its customers through superior customer care. Yet, the company saw the need to change its customer approach. In order to differentiate Amplifon even more from its competitors, and to enable clients to see the real value of its service, it created a proprietary protocol and a unique bespoke solution to really put the customer in the centre. This changed the way Amplifon interacts, communicates with, and advises its customers. To create this superior customer experience, Amplifon launched the "NEXT development programme" with the goal of improving its people's clinical and customer oriented skills to be "next to the client".

Thereby Amplifon was facing three challenges:

1. Amplifon had to find a training partner who would be able to provide the expertise and training methodology to create the desired mind-set for change by understanding their business. The programme itself should blend technical and hard skills with soft skills and communication skills.
2. The training sessions should be delivered in more than 10 countries in the local language with consistent content adapted to specific local needs.
3. A high number of employees had to be trained and Amplifon was looking for a solution to its need for bigger training groups, without compromising on quality.

Solution

Amplifon and Krauthammer co-designed the NEXT development programme as a learning journey for several target groups (Hearing Care Specialists, Client Advisors, Shop Managers, Field Managers and Amplifon



The one thing I learned most in the co-facilitation training was being straight to the point, not taking too much time when you can deliver a quick and sharp message instead.

**MICHAEL JOSEPH,
AMPLIFON TRAINER**

“It was very interesting to learn how to create a strong opening for the training and how to create awareness with the participants.”

**LAURE HUIJGHE,
AMPLIFON TRAINER**

“We are seeing a lot more self-awareness from our people. They are more conscious about what they are saying, the words they use, the intonation of the voice. They are developing positive habits that have a much stronger positive effect on our customers. “

**MICHAEL JOSEPH,
AMPLIFON TRAINER**

Trainers), tailored to their specific needs and roles with a focus on developing best in class customer care skills.

The programme blends technical and hard skills with soft skills and communication skills and includes a coaching programme for the field managers. The class room training is supplemented by e-learning.

“We do a lot of training at Amplifon. So training is something we really believe in. The change we see with the Krauthammer training is the people’s reaction. They really love it. For them, it’s an experience they’ve never had before.”

LUCY COCHRANE, SENIOR CORPORATE HR SPECIALIST

Co-facilitation and Train-the-Trainer programmes

The next programme also includes a co-facilitation and a train-the-trainer-programme. This means that once internal Amplifon trainers have followed the programme, they can co-facilitate the NEXT programme with a Krauthammer trainer.

This has several advantages:

1. The Amplifon co-facilitators give real business examples by using their technical language. The participants can apply the new learning directly the next day in their store.
2. The training can be held with bigger groups while keeping the impact.
3. Once Amplifon trainers have completed the full training programme, they can facilitate the training themselves.

Results

The roll out of the NEXT programme involves more than 3,000 people across more than 10 countries. As a result, Amplifon has found that people are willing to improve the way they interact with their customers. They are far more aware of their behaviour and its influence on customers. Understanding when to be quiet and listen to the customer and knowing when to ask the right questions helps them to create a superior customer experience.

About Amplifon

Amplifon is constantly challenging itself to pioneer new approaches and to continuously expand its audiological and technical skills. In the journey towards rediscovering sounds, it is important for Amplifon that its customers know they are with hearing care professionals who care about their individual needs. A comprehensive specialised audiological assessment, as well as an in-depth analysis of the person's needs and lifestyle, is key. This is why Amplifon is constantly improving how it interacts, communicates with, and advises people, using the newest technologies, bespoke tools and unique approaches.

Amplifon is a leader in its business with a global market share of 9%. With 12,500 employees in 22 countries, it offers superior customer experience through more than 9,500 points of sale.

About Krauthammer

Bringing out the best in people ... *with an extra smile from within*

Our learning journeys create lasting behavioural change and amplify your people's level of engagement.

Visit www.krauthammer.com for more information and contact details.