http://intranet.nbfc.com/en/News/Pages/Shining-bright-in-a-sea-of-competitors.aspx - Windows Internet Explorer

Shining bright in a sea of competitors!

What makes us different from other insurance companies?

In an industry where many products and prices are similar, standing out can be difficult. So how do we make ourselves shine from our competitors? Sylvia Smith, Director, Service Excellence, believes the answer is outstanding customer service. "Our industry's challenge is that we're in a highly commoditized and mature market," explained Sylvia. "To succeed, we need to differentiate ourselves from our competitors by building trusting relationships with our customers and brokers."

We recently enhanced our customer-focused corporate goal to "delivering an exceptional customer experience." With this in mind, we launched our customer service training program across all our offices. Our goal is to have all employees complete the Customer Service Basics LearnTrack by the end of 2014.

Back to basics

Remember the saying, 'if you don't use it, you lose it'?

To sharpen our customer service skills, and learn some new tips along the way, all employees are invited to complete the required Customer Service Basics LearnTrack on LearningLink. The program includes two courses:

1. Customer Service Fundamentals: Building Rapport in Customer Relationships (56 minutes)
2. Internal Customer Service (52 minutes)

Both courses are fun, interactive, and designed to provide you with the information you need in a short amount of time, making it easy and convenient to participate.

The Customer Service Fundamentals course focuses on how to positively interact with customers and how to build rapport with them by being customer-focused. "It's important for us as employees to deal with the emotional dimension of the customer experience" said Sylvia. "Customer service training helps us think more about the emotional impact we have on our customers, and to hopefully develop long-standing relationships with them."

Providing great service to our colleagues is equally important, which is why the Internal Customer Service course is included in the program. Whether you realize it or not, when you do things to help colleagues do their jobs better, you're providing internal customer service. It occurs every time you or a colleague requires information or service from someone else within the company, and the quality of that service often has a huge impact on the overall quality of service delivered to our brokers and external customers.

If you haven't completed your courses yet, get started now! You can finish them as a team or on your own – whatever's easier for you. For more information on the 2014 program, visit our Customer Service Training page on the intranet or our FAQ page.