

# Member Experience Coaching

Support member retention and satisfaction by developing strong sales and service teams



SELF-PACED  
E-LEARNING

1-2  
HOURS



SKILLS  
APPLICATION  
LAB

1  
DAY

## OVERVIEW

This program, which includes a self-study e-learning course and an immersive Skills Application Lab (SAL), empowers participants to effectively coach front-line employees to deliver outstanding member experiences, a key driver to building loyalty and driving sales. The e-learning course, which is titled Coaching Conversations, builds foundational knowledge that is necessary for participation in the SAL. During the SAL, participants apply a proven coaching model and practice member experience coaching scenarios that are videotaped and reviewed for immediate feedback.

## WHO SHOULD ATTEND

Anyone who observes front-line employees interacting with members, including area managers, financial center managers, and branch managers. In order to take the Member Experience Coaching SAL, participants must pass the Coaching Conversations e-learning course with an assessment score of at least 80%.

## RESULTS AND BUSINESS BENEFITS

Upon completion, participants will be able to:

- Increase member satisfaction and retention
- Create superior member experiences and drive growth by boosting employee performance
- Improve the employee experience in terms of motivation and productivity
- Develop stronger, more focused individuals
- Expand consistency in the sales and service culture, and predictability in business performance

## LEARNING TOPICS

1

Why Member  
Experience  
Coaching?

2

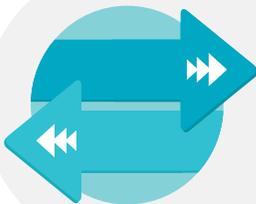
Observing the  
Member  
Experience

3

The Coaching  
Model

4

Member  
Experience  
Coaching Skill  
Practice



## BLENDED LEARNING BY OMEGA PERFORMANCE

The Omega Performance blended learning experience helps participants learn critical skills, deepen comprehension, and improve on-the-job skill application and sustainment. Self-paced E-Learning courses present learning objectives and enhance understanding in a highly-interactive online environment, while in-person, instructor-led Skills Application Labs (SALs) provide participants with the opportunity to collaboratively apply skills to real-world cases.



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