Creating Customer Connections

Initiate exceptional customer conversations in order to make effective referrals

OVERVIEW

This program, which includes a self-study e-learning course and an immersive Skills Application Lab (SAL), gives participants the skills to ensure customers have a positive experience and that they make connections that ensure a long-lasting, profitable relationship with your organization. The e-learning course builds foundational knowledge that is necessary for participation in the SAL. During the SAL, participants learn to hone-in on satisfying the strengths of customers through a proven customer experience model that starts with the importance of a personal connection and extends through the process of securing referrals.

WHO SHOULD ATTEND

This course is for tellers and teller coordinators. In order to take the SAL, participants must pass the e-learning course with an assessment score of at least 80%.

RESULTS AND BUSINESS BENEFITS

Upon completion, participants will be able to:

- Create an exceptional customer experience by making a personal connection with customers
- Enhance customer experiences that differentiate your organization in the marketplace
- Build and ensure long-term loyalty
- Increase the number and quality of referrals to partners in the branch and other lines of business

LEARNING TOPICS

1 Connecting with Customers

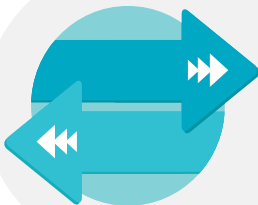**2** Asking Effective Questions

3 Expediting the Customer's Request

4 Identifying Need Cues

5 Making Effective Referrals

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.

Moody's ANALYTICS | **omega performance**

LEARNING SOLUTIONS