



## Chart Customer Service MAPs™

### What If?

- What if you invested thousands of dollars in training and it didn't work?
- What if there was a way to guarantee that your learning objectives were met?
- What if there was a way to create lasting cultural change, structured continuous learning, a common language, and behavioral accountability?

**MAPs are the answer.**

### What is a MAP™?

MAPs (Managed Accountability Plans™) are modular, activity-based, blended e-learning accountability programs that ensure performance results meet business objectives. They provide a comprehensive suite of integrated resources into a step-by-step guide of on-line content, application assignments, and live coaching to guarantee the application of skills. Upon completion of MAP assignments, certified Learners master and apply mission-critical skills, knowledge, and behaviors into the workplace.

### Benefits of Chart Learning Solutions' On-Line MAPs

- Increases bottom-line results by holding Learners *accountable* for the integration of new skills, knowledge, attitudes, and behaviors into the workplace
- Provides a structured, activity-based coaching guide for supervisors, managers, directors, trainers, or lead personnel to facilitate continuous employee learning targeted at specific performance objectives
- Pinpoints and corrects ineffective behaviors of poor performers—no one can hide
- Reduces training time and costs while maximizing results
- Identifies TAP performance: T (Top) A (Average) P (Poor), and certifies Learners. Keeps Top performers at high levels, moves Average performers into top levels, and accelerates migration of Poor performers into higher levels
- Organizes vital resources into one structured, on-going plan
- Provides consistency of learning content, systems, and processes over time
- Facilitates targeted, accurate performance reviews
- Provides cross-functional programs in Sales, Service, and Leadership to bring a common process, language, and structure to divergent groups



## Service Cycle-Management MAP Modules

### Skill Content Index

#### 1. FIRST IMPRESSIONS

- Greeting/Introductions
- Customer Courtesy
- Professional Image/Clothing
- Word Choices
- Telephone Skills

#### 2. BUILDING RAPPORT

- Business Etiquette
- Instant Rapport
- Building Trust
- Confidence in any Situation
- Building Positive Relationships

#### 3. QUESTIONING

- Overview of STĒR Questions
- Situational Questions: Pinpoint Needs
- Trouble Questions: Find Problems
- Effect Questions: Build Need
- Recommendation Questions

#### 4. LISTENING

- Authentic Listening
- Increasing Concentration
- Building Curiosity
- Gaining Clarity
- Critical Listening

#### 5. PROBLEM SOLVING

- Being a Service Consultant
- Negotiating "Can Do" Solutions
- Customer Mistakes
- Problem Solving Step-by-Steps
- Resolving Spin-Off Problems

#### 6. DIFFICULT SITUATIONS

- Calming Upset/Irate Customers
- Difficult Customers
- Call Escalation
- Handling Complaints
- Delivering Bad News

#### 7. FOLLOW THROUGH

- Customer Feedback
- Thank-Yous
- Follow-Through
- Upselling/Upservicing
- Dealing with Buyer's Remorse

#### 8. BUILDING RELATIONSHIPS

- Remembering Customer Names
- Cultivating a Service Personality
- Staying in Touch
- Customer Appreciation
- Promoting Repeat Business



## Service Self-Management MAP Modules

### Skill Content Index

#### 1. PRODUCT/PROCEDURAL KNOWLEDGE

- Product Knowledge
- Service Procedure Knowledge
- New Product/Service Releases
- Knowledge of Other Departments
- Service Standards and Expectations

#### 2. TIME MANAGEMENT

- Effectiveness: Missions/Goals
- Efficiency: Organization/Paperwork
- Scheduling Smarts
- Finding Hidden Time
- Maximizing Productivity

#### 3. RESPONSIBLE INITIATIVE

- Taking Initiative
- Creative Contributions
- Self-Motivation
- Personal Empowerment
- Decision-Making Flexibility

#### 4. UTILIZING RESOURCES

- Locating Resources
- Lack of Resources
- Inbound Telephone Skills
- Outbound Telephone Skills
- Professional Contacts/Networking

#### 5. SERVICE ATTITUDE

- Positive attitude
- Character/Integrity
- Service Mistakes
- Equal Respect
- Friendly Voice

#### 6. STRESS MANAGEMENT

- Resiliency
- Multi-tasking
- Controlling Perspective
- Worry
- Remaining Actively Calm

#### 7. CONTINUOUS IMPROVEMENT

- Self-Reflection
- Customer Feedback and Evaluation
- Benchmarking
- Personal Investment
- Monitoring Progress

#### 8. REWARDS/RECOGNITION

- Rewarding Success
- Flow
- Life Balance
- Relaxation
- Gratitude



## Chart Customer Service MAPs™

### How Chart's E-Learning MAPs Resolve Common Performance Issues

- Reduces training costs while increasing accountability
- Increases training effectiveness, learning retention, and application of skills
- Creates structure out of hit-and-miss approaches
- Provides a common language and continuity of process for driving results
- Eliminates duplication of effort
- Allows for blended learning of resources, i.e. classroom, internet, video conferencing, teleconference, CDs, DVDs, and virtual classrooms as needed
- Integrates divergent resources into one organized plan
- Creates consistent measurements to monitor progress and results
- Provides consistency in measures and processes
- Coordinates efforts to maximize efficiency
- Augments and extends training into multiple locations
- Compresses training time
- Reaches unlimited learners through on-line capabilities, 24/7



## Chart Customer Service MAPs™

### Steps for Implementing On-Line MAPs

1. Administering assessment "Skill Inventories" (Leadership Self-Management and Leadership Cycle-Management—see index at end of file) to determine opportunities for development and areas of strength
2. Licensing the on-line library for 16 months, one MAP module completed per month
3. Workshop for your organization's MAP Coaches to describe their role as Accountability Coaches, coaching skills, and a mock MAP module coaching session to experience its effectiveness in creating accountability and driving desired Learner results. MAP training certifies Coaches for the administration and tracking of each MAP module
4. Coaches assign specific MAPs to Learners with deadlines
5. Final Accountability Application Meeting administered by Coaches at the conclusion of each MAP to check for Learner comprehension and skill integration. Coaches check for completion of assignments, accuracy of answers on Application Activity Sheets, and Learner presentation ease in answering "Talking Points" final exam questions.
6. Learner certification in each MAP
7. Retraining as necessary with GAPs (Goal Action Planners) collaborated by Learner and Coach



## Chart Customer Service Maps™

### FAQ

**1. How many learning units are in one MAP?**

One MAP module contains five units of study related to one subject area. Learners repeat modules as necessary or on regular assigned intervals for skill maintenance and continuous performance improvement.

**2. Do MAPs need to be delivered in a prescribed order?**

MAP modules may be administered in a recommended sequence or delivered on a priority basis. Modular learning maximizes flexibility in selecting MAP priorities based on your needs.

**3. How long does it take to complete a MAP?**

One MAP takes about 30 minutes to complete on-line. Interactive PDF Application Activity assignments are completed on-line for each of the MAP's five units, and may take several hours over the course of one month. MAPs may be self-paced or deadline-driven by MAP Coaches. It is recommended that one MAP be completed per month.

**4. What does my investment include?**

If purchasing an off-the-shelf MAP, the investment includes 16 modules, a total of 80 units of study. If the MAP is a customized system, it may range from four to 16 modules. (Costs reflect the number of modules and resources to be integrated into the program). All MAPs include a train-the-trainer workshop, train-the-trainer certification, and a one-time licensing agreement.

**5. In what form are MAPs delivered?**

MAPs are available on-line from the Chart Learning Solutions' learning center website, or reside on an intranet.

**6. How do we deal with a scattered staff?**

Skill development meetings can be done by conference call or in-person discussion. The final Accountability Application Meeting for each MAP is ideal in a face-to-face contact, but may also be administered by telephone or video conference call.

**7. What's included in a MAP's "Application Activities?"**

Application Activities are interactive PDF forms containing questions, practice assignments, or additional content that allow Learners to apply what they've learned into their work environment. The documents may be saved to a computer or emailed to the Learner and Coach for review.