

10¹/₂ reasons to **act** now and **save** your company **thousands** of dollars in lost customers!

Value-added training

1. **Safe learning environment:**

Employees can choose the "Activity" button on the computer screen for a chance to apply and practice their skills immediately, in the safety of a simulated customer service situation where missteps and mistakes won't cost you a valued customer.

2. **Expanded learning**

opportunity: An employee can click the "Learn More" button to access business anecdotes, relevant Web links or a list of recommended reading.

3. **Targeted review:**

CSRs can take a practice test before going online to take the certification test. If the practice test identifies learning gaps, the employee can go back into the module to pick up missing skills or knowledge.

4. **Test integrity:** Once the employee goes online, randomly generated questions protect the integrity of the testing process by creating a different set of test questions for each employee.

5. **Designed to stick:** Well-designed training markedly increases retention.

Quit training and start managing

6. **Ease your workload:** *Through the Customer's Eyes* will save you time when it comes to training the constant stream of new CSRs. They'll get a consistent message in an exciting learning format.

7. **Stop the high turnover:** Use *Through the Customer's Eyes* as an interview tool. This program will help you identify confident and informed customer service reps by testing their skills *before* you hire them.

8. **New hire assessment tool:** Once they're on board, use *Through the Customer's Eyes* to determine incoming knowledge and identify learning gaps.

9. **Objective evaluation tool:** Use *Through the Customer's Eyes* as a performance measurement tool. The online testing provided in *Through the Customer's Eyes* gives you an objective, consistent, measurable format on which to base employee evaluations.

10. **Monitor progress:** You'll have secure access to training results through the online database, giving you a systematic and objective way to monitor employee progress and performance.

10¹/₂. **Pay for bottom-line progress:**

Use the built-in testing levels in *Through the Customer's Eyes* as your basis for salary levels. Pay certified employees more than those who are non-certified, and adjust pay for those who are in the process of becoming certified.

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Through the Customer's Eyes