

Client Background

Fujitsu Australia Limited is a full service provider of information technology and communications solutions. They partner with customers to consult, design, build, operate and support business solutions. From strategic consulting to application and infrastructure solutions and services, Fujitsu has earned a reputation as the single supplier of choice for leading corporate and government organisations.

Problems and Challenges

- Frontline staff did not always exhibit confidence when speaking with clients
- Client contacts ranged in authority from administration to CEOs and staff were often intimidated
- Due to the extensive range of products and services, staff were not always confident with their answers
- Customer queries and complaints were not being addressed efficiently
- Managers were often nervous when they made presentations to businesses and at industry functions and events

The Brief/Objectives

Fujitsu needed a completely tailored communication and presentation skills course aimed at increasing the confidence of staff in:

- The delivery of their face-to-face pitches
- Liaising with the clients, and
- Boosting overall telephone efficiency

Discover Performance Solution

Research:

- Discover Performance consultants analysed the business structure and structure for client communication
- Interviewed frontline staff, key clients and company directors
- Observed presentations and communication between staff and clients

Delivery:

Discover Performance hosted a two-day intensive workshop on presenting and communicating effectively with clients.

The topics covered included:

- Speaking clearly, confidently, and persuasively in both prepared and impromptu situations
- Dealing with difficult clients
- Using voice modulation to engage and emphasise points
- Using summary and pacing skills on telephone calls
- Using the telephone effectively
- Delivering presentations to influence potential clients and up sell to existing clients

Results:

The result was an increase in the ability of the staff to rapidly respond to customer complaints and implement strategies to manage conflict and difficult situations. The sales conversions from telephone enquiries increased exponentially.

The success of the program was measured by:

- Comparing data on customer complaints
- Analysis of sales data
- Interviewing staff and company directors
- Using data to track the average time spent on enquiry calls.

Words From the Client

"The Discover Performance presentation skills course bolstered the already impressive skills of our sales team and helped them improve sales results - it put another arrow in their quiver, so to speak. But the course also fostered a greater appreciation of presentation and communication skills amongst team supervisors, which gave them added the confidence they needed when delivering speeches or coaching others."

-Bill Cashman, Head of Learning and Development, Fujitsu