

CUSTOMER RESOLUTION EXCELLENCE

 **dsw**
Case Study : —



Challenge

Virgin Money wanted to strengthen the capability and confidence of colleagues across its Collections & Recoveries teams, enabling them to support customers experiencing financial difficulty through more effective conversations.

The focus was on enhancing communication, building trust, appropriately challenging, and improving negotiation skills across 450 colleagues located in three UK centres.

Approach

Working closely with all stakeholders, we invested time in understanding the operational environment, observing current practices and engaging with team managers and customer-facing colleagues.

This discovery process informed the design of a bespoke development programme built around three critical elements: Trust, Behaviours and Structure.

At the heart of the programme was a tailored six-step conversation framework, providing a consistent approach that equipped colleagues to handle even the most challenging customer interactions with confidence, professionalism and empathy.

Delivery

The programme began with targeted pre-work to create awareness, establish context and prepare participants for the learning journey ahead. Delivery then took place through three highly interactive half-day workshops.

Participants explored the factors that build customer trust, recognised different behavioural styles, and developed the skills and behaviours required to achieve positive outcomes for both customers and the business.

To ensure the learning was translated into day-to-day practice, the programme was supported by a robust implementation strategy, with coaches observing customer interactions and providing ongoing feedback, support and reinforcement.

Outcomes

The programme achieved strong reach, consistently high learning scores and overwhelmingly positive participant feedback:

01

349 colleagues and managers developed, comprising **302** customer-facing colleagues and **47** managers

02

84 learning sessions delivered across three colleague modules and a dedicated manager programme

03

4.77 out of 5 average colleague learning score across the full three-module programme

04

99.5% positive colleague response when participants were asked how they would describe the workshops

05

98.1% positive feedback on facilitator skills, knowledge and approach, supported by average rating of **4.8** out of 5

06

97.6% positive manager feedback on both facilitation and the quality of the supporting learning materials



Email : —
info@dswlearning.co.uk



Phone : —
01302 760 008



Website : —
www.dswlearning.co.uk

we will know a way or create one