

IKEA CUSTOMER SERVICES CENTRES



EMBER REAL RESULTS & IKEA

In early 2017 Ember Real Results was asked to design a series of training courses for IKEA Customer Service Centres. We worked with their global team to develop three training events which were initially delivered in their CSC in Montreal, Canada in February of that year.

COURSE TITLES INCLUDED

- **Performance Reviews:** Giving feedback, reviewing performance, setting and agreeing targets etc.
- **Performance Coaching:** Monitoring progress, regular engagement with co-workers, embedding their in-company coaching framework, learning how to using generic coaching skills and techniques such as great listening and powerful questions, all with the aim of motivating co-workers to improve performance through encouragement and support.
- **Coach the Coach:** For Senior managers to use the same coaching skills and techniques to ensure a continuous cycle of coaching in the workplace and embed a coaching culture.

THE FEEDBACK

The initial programme in Canada was delivered over a two week period to various groups of team leaders and managers and feedback was extremely positive. E.g:

“In all of the leadership trainings that I have participated in, this is the first time we have been given actual, concrete tools that we can use. This was a very helpful training, thank you so much!!”

“If we can have the trainer taking part of the roles plays most often, it would benefit us more, because he has a large experience and sometimes connecting the theory and the practice is challenging”

“This has been by far the best training I have had. The trainer was very competent, kept us engaged. He brought forward some personal experience to make us better understand. It was a good mix of theory, practices, games etc. Excellent work!”

“The training was really great especially due to the trainer. Having an experienced trainer with real life examples was very helpful.”

“Although the training was mainly develop for Performance coaching & Team leaders coaching co-workers on the phone, I would have like to elaborate a little more on the pure coaching as this is more related to my role. I did learn some very good things though and the techniques are similar”

“This was a great training. I learned so much and I also was able to identify things I was already doing that I didn't know I did correctly.”



The training in Canada was such a success that word soon got round to the other CSCs in the organisation and in 2017 two more CSCs, in The Netherlands and Norway engaged Ember to deliver the coaching programmes in their country. Again, feedback was very positive and in fact the Netherlands CSC has commissioned another week of delivery in 2018 to train newly appointed team leaders that have joined their expanding operation.

In 2018 we have delivered the programme in Portugal and Belgium, and once again, feedback from delegates has been consistently good.

- Very useful!! Very well presented! Thank you very much!
- Good course, Planning the agenda is crucial, taking and making time
- Very clear structure. Clear speaker. Loved the practical and activities.
- Awesome!!
- Thank you for all the advice
- Thank you Moir. It was learnful and sorry for my bad English
- It was simply great
- Hope Moir will be back for other trainings!! It was way more down to earth than trainings with other providers.
- Perfectly given training. I really liked the link and second thoughts on theories that are heavily used.
- Clear, Inspiring with good examples in our languages. Excited to put into practice.
- The trainer makes you feel comfortable, liked the personal stories. Keep on having fun.

The most common word used to describe the coaching training delivered in Norway



The comments above are often seen as typical and unsurprising when delegates have enjoyed a one or two day programme of learning, and of course we must not forget the reason for the training. The original aim of the very first Coaching for Performance course in Canada was “To refresh your coaching skills in the objective assessment of calls that unlocks the best performance and motivation from individuals and teams.”

How do we ensure that aim has been achieved? To quote one CSC Director who contacted us recently:

“The coaching course created a safe learning environment with respect for all cultures. We now have a deep inside knowledge around different methods to coach co-workers.

Coaches and coachees are connecting in a better way and that has resulted in better performance, not only quicker in AHT but better NPS as well”



Ember
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ABOUT EMBER REAL RESULTS

At Ember Real Results we are in the business of delivering lasting performance improvement through bespoke training and coaching. We design and deliver creative, award-winning solutions that generate measurable improvements. As part of the Ember Group we are immersed in contact centre expertise, and help our clients acquire the skills they need to grow - from agent performance to leadership and management solutions. We have over a decade of experience and ideas for you to tap into that guarantee real results with your investment.