

# NEXT

## Enhanced Live Chat Skills

The NEXT retail chain was launched in February 1982. Today NEXT trades from more than 500 stores in the UK and Eire and around 200 stores in 40 countries overseas. Over the last few years several larger format fashion and home stores have opened across the UK.

Online shopping was introduced in 1999 and the entire NEXT Directory became available to shop from on the internet, page by page – another first in home shopping in the UK. NEXT Directory now also serves customers in around 70 countries outside the UK.

### The Challenge

NEXT introduced Chat as a channel about 16 months ago, with the chats being rated via customer feedback on 'Rant and Rave'. Systems training was provided initially however opportunities based around use of language and personalisation were identified from the customer feedback and NEXT reached out to ERR having read about the success of our "Getting the Best out of Live Chat" programme. The client wanted Advisors to feel more confident to be more relaxed and use our best practice knowledge in how to achieve this efficiently.

### The Design

From our time on and off site we found that the internal training team had begun development in a new half day workshop which could be positioned as the perfect introduction to basic 'softer' skills on Chat for new starters. We also found that the Team Managers had created a one hour briefing session with similar content to increase the skills of all their Advisors. It therefore meant our session could focus on more advanced Chat skills and we structured this around 5 C's to create Superhero's.

The design of the programme was highly interactive and engaging, utilizing best practice input from us and lots of bespoke example scenarios from typical NEXT chats that the Advisors could relate to. This was then piloted successfully on site with a group of Chat Advisors and key stakeholders. We then delivered followed a session for Team Managers so they could reinforce the messages that their teams were experiencing through Quality Coaching sessions and in the moment reinforcement feedback. A Train the Trainer session for onsite trainers was provided for future delivery to the teams in both the UK and Pune, India. A further 3 sessions were delivered by our team for newly recruited Live Chat Advisors as part of their initial training programme, before finally leaving the client self-sufficient and highly satisfied.

### The Outcome

The groups were fully engaged and responsive to all of the activities and techniques covered during the session. Much of their evaluation was centered on the course being great fun, very engaging, and involving many practical activities to stimulate the group. Some described it as the 'Best training session ever' and the 'Best training and trainer by far'. Personal commitments included being more natural, being free spirited and less stuffy, being confident to speak confidently and to improve efficiency on chat. The client is now a very strong advocate for Ember Real Results and is able to provide a reference upon request.

### How we helped

Initially we spent time on and off site to carry out a full learning needs analysis. This involved spending time observing the Live Chat teams, holding focus groups with team managers, induction trainers and advisors and reviewing samples of Chat logs and training modules that were currently being provided.



## Our Solutions

Here at Ember Real Results we pride ourselves in leading the way in innovative Contact Centre learning solutions, including customer conversations via 'Live Chat'.

With industry experts working on the team we work with our clients to ensure their live chat solutions are modern, practical and that it equips their front line teams with the skills to deliver the customer service and sales skills required through a chat function.

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