



Mystery Shopping

Telephone Skills Training

Market Research

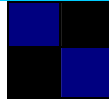


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About Genesis

Genesis Communications is a company specialising in:

- Telephone Mystery Shopping
- Telephone Skills Training
- Reception Mystery Shopping
- Market Research.

Formed in 1989, we have become a market leader in our field. Our comprehensive services are aimed at helping organisations maximise the customer impact of their front line communication services.

Our services can be used independently, or combined to give total quality solutions.

Our aim is simple:

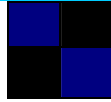
“To Help You Put Quality First”

We have wide experience, servicing both Public and Private Sectors. Hundreds of organisations have benefited from our services.

We pride ourselves on offering a personal service, listening to your needs and structuring our services to fit your precise requirements. As one client puts it;

“The strength of Genesis has been flexibility, quality of feedback and working closely with the team.”

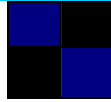




Services Provided

- Telephone Mystery Shopping
- Mystery Shopping Vists
- Telephone Skills Training
- Market Research
- Telephony Interview Assessment Service
- On-going Call Monitoring





Projecting the Right Image

Telephone Mystery Shopping

The telephone is a key gateway into your organisation.

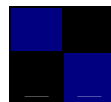
Within seconds the caller forms an impression of your organisation. Often it is the hidden, subconscious message that is key – the tone, manner and empathy in an adviser's voice.

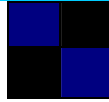
First Impressions Count!

When we speak with people about their experiences over the telephone, the responses are often frustratingly similar: 'feeling hurried, ignored, poor attitude of operators, treated like a ping-pong ball' ... the list could go on!



Genesis Communications can help your organisation create the right image.





Why Use Telephone Mystery Shopping?

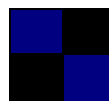
- Because you know that a quality service = a quality image.
- Because it is about putting the customer first.
- Because you need to have quality useable data.
- Because you need an impartial, objective external service provider, with no hidden agenda and no 'favourites'.

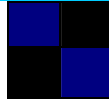
But why don't we let two clients tell you why...

"I wanted to provide training for my switchboard staff and was concerned as you cannot package off the team together. The remote monitoring that Genesis provided fitted the bill perfectly. The hard copy of the reports is invaluable and staff look forward to receiving these. The CD recording is a great training tool."

"The feedback, monitoring and training we have received from Genesis has been invaluable in helping the switchboard team focus on improving our service to our customers."

Telephone Mystery Shopping & on-going call monitoring will help you transform your telephony team and organisational image.





Telephone Skills Training

Our Approach

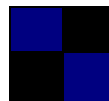
The Genesis training and coaching methods are designed to cater to each individual, so they can reach personal goals and targets. In addition, we focus on the sense of the team collective, stressing the importance of projecting a positive corporate image and service.

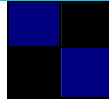
We stress understanding. To understand the reasoning 'why' enables real personal and team development.

Our training is practical and involving, not theoretical and detached.

The Result

- More focused individuals
- A greater understanding of the needs of the caller
- Better motivated team
- Improved organisational image





Mystery Shopping Vists

Email

The reality is that many communicate electronically. Yet how are those emails dealt with?

There needs to be a certain amount of professionalism in the response, yet keeping things personal and not too cold and detached.

We can target your key contact points with mystery shop emails and assess the results: speed of answer, quality of English, style, grammar, spelling... the list goes on.

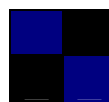
You are able to determine key weak spots and the nature of their weaknesses, ensuring your customers receive a top level service.

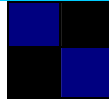
Reception

Like the telephone, a visitor's first impression is crucial. Are surroundings neat and tidy? Are reception staff alert and attentive? How is the individual treated?

Don't wait for the complaint. Be proactive and find out.

Genesis can help.





Market Research

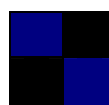
Understanding your customers thinking is key to your organisations growth and development.

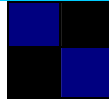
It may be products or services, but it is easy to become inward looking, cocooned in ones own mindset and world. This introspection can lead to a lack of understanding of the customer.

To develop, an organisation needs to break free and focus on the customer – their needs, experiences and thought processes.

Genesis can help gather and evaluate such crucial data, developing and executing market research programmes to fully match your organisational needs.

“Having successfully improved and maintained our performance in their mystery shopper survey, we have developed a new qualitative survey with Genesis to get feedback from customers who have called us. This has proved extremely useful and confirmed the accuracy of their previous mystery shopper surveys.”





Telephony Interview Assessment Service

Why rely on standard interview techniques when employing someone for a telephony position?

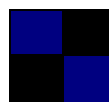
When the key to the job is the persons voice, why not test them?

At Genesis we understand the skills necessary for good telephony communication.

We have worked with thousands of operators and can tell you whether someone will make the right impression for your organisation.

Let us undertake the hard work of selection. Let Genesis test your candidates in a real life situation and give you a personalised assessment.

Make an informed decision, not an expensive mistake!



You Are Not Alone!

We have dealt with hundreds of organisations throughout the UK

Some examples of these are....

Commercial

Air Products
Berwin Leighton Paisner
Birmingham Midshires
Canon UK
Diageo
GlaxoSmithKline
Huddersfield University
Linklaters
Merrill Lynch
Pearson Education
Taylor Wessing
Unipart Group

Allen & Overy
Bircham Dyson Bell
Birmingham University
CB Richard Ellis
East Midlands Airport
Hays
Jaguar Cars
Logica CMG
Nabarro Nathansen
Prudential
Thames Valley University
Victoria Coach Station

BAA
Birmingham Airport
Britannia Airways
Churchill
Freshfields Bruckhaus Deringer
Hammonds
Kepner Tregoe
Lovells
Norwich Union
Sacker & Partners
The Boots Group
Watson Farley Williams

Hospitals

Dewsbury
Kings College
Poole
Redbridge
Southampton

Ealing
London Independent
Portsmouth
Royal Devon & Exeter
St. Georges

Guys & St. Thomas'
Mayday
Queen Alexandra
Royal Victoria
St. John & St. Elizabeth

Councils

Adur
Blackpool
Colchester
Greenwich
Kensington & Chelsea
North Herts.
Southwark
Swindon
Tower Hamlets

Arun
Camden
Ealing
Hackney
Lambeth
Sedgemoor
Staffordshire Moorlands
Telford & Wrekin
Warrington

Basingstoke & Dean
Chiltern
Exeter City
Horsham
Northampton
South Kesteven
Sutton
Test Valley
West Berkshire

You know what we do, you've read what our clients think, so come on and contact us

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