

**MOTOROLA**

**Mike Horton**  
Senior Director  
Motorola

*"Winning at Motorola means that we are relentless in our pursuit of improving customer satisfaction."*

## Improving Customer Satisfaction & Resolution Rates

### Situation

Motorola's Home & Networks Mobility Division was looking to improve customer communication scores and problem resolution rates. Although Motorola was already providing excellent service to its customers, Mike Horton, Senior Director of Motorola's Home & Networks Mobility Division was unwilling to rest on past performance. To improve service metrics, Mike decided to invest in his team's communication skills to further improve customer satisfaction.

### Action Taken

Motorola turned to the Technology Services Industry Association (TSIA) and Impact Learning Systems to design a learning program to achieve excellence in customer service. Impact created a customized program for Motorola based upon the TSIA's Customer Service Professional (CSP-I) Certification. The program included online modules which allowed Motorola's employees to complete the initial training at their own pace. Impact worked with Motorola to provide customized, facilitated sessions to reinforce the skills learned online.

More than 150 Motorola engineers and managers successfully completed the program in little more than 10 weeks. To ensure reinforcement of the new skills on the job, the initiative also included a training program for managers and supervisors called *Making It Happen™*, which trained them to reinforce skills using positive coaching techniques. Upon completing the learning and passing a skills test, Motorola engineers and managers received certification and industry recognition through the TSIA.

### Results

*"The analysis shows a 10% rise in customer satisfaction and 56% improvement call resolution rates."*

- Jennifer Edwards  
Training Program Manager

*"We couldn't be happier with the results. The TSIA and Impact helped us surpass our service commitment goal to our customers."*

- Mike Horton  
Senior Director



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