

English for Logistics' Sales and Customer Support

Challenge

A major provider of logistics services saw that its business was becoming increasingly international concentration on the domestic market and clients was untenable.

The size of the company was reflected in the complexity of the training challenge:

- ⊕ the 250 registered participants were all in sales and customer support but their tasks ranged from tracking lost parcel to sales acquisition.
- ⊕ some participants already had regular exposure to English-speaking clients. Others had only minimal prior knowledge of the language
- ⊕ the participants were located across the Republic



Training Targets

To raise the clarity and quality of the communication between the program participants and their customers. At various levels, this meant:

- ⊕ clearly explaining the pick-up to delivery process
- ⊕ giving information on the company's products
- ⊕ listening to customers' concerns and presenting a logistics solution

Training Solution

The target solution had 3 distinct phases.

Pre-training: Placement interviews to establish (CEF) language level. Needs analysis interview to establish training goals. Development of customer-specific training material according to level and function. Creation of groups according to function, level and geographic area

Training: Presentation of structures and vocabulary required for the target tasks. Practice of language input in work-related exercises and simulations. Repetition and feedback of tasks ensured the practical acquisition of the skills.

Post-training: Electronic vocabulary and language exercises to support the transfer of skills to the workplace.