

ASSA ABLOY is the global leader in door opening solutions, dedicated to satisfying end-user needs for security, safety and convenience

Engaging the Enterprise Through Training

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Training for the Enterprise



▪ Who

- Employees
- Partners
- Vendors
- Customers

▪ When

- Onboarding
- New Product, Process, Service Introduction
- Scheduled..i.e. Quarterly, Yearly
- Improvement Indicators
- Strategic Directive Changes

▪ What

- Product, Process, Service, Tools
- Policies, Communication, Soft Skills
- Thought Leadership, Business Enhancement

▪ How

- Instructor/Teacher led
- Self-Paced/Directed
- On the Job
- Mentorship/Coaching

▪ Where

- Classroom
- Online
- On-Site
- Work Space
- Home

▪ Why

- Knowledge/Skills/Innovation
- Advancement / Career
- Morale
- Customer Experience
- Colibration/Teamwork
- Recruiting
- Innovation

Bringing the *Customer* to the Forefront of Our Training Program

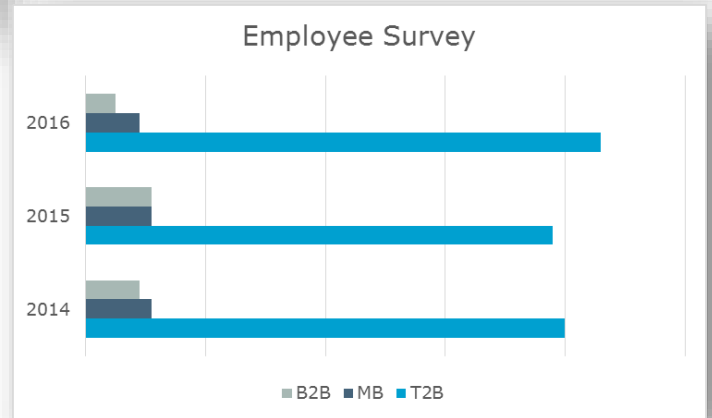
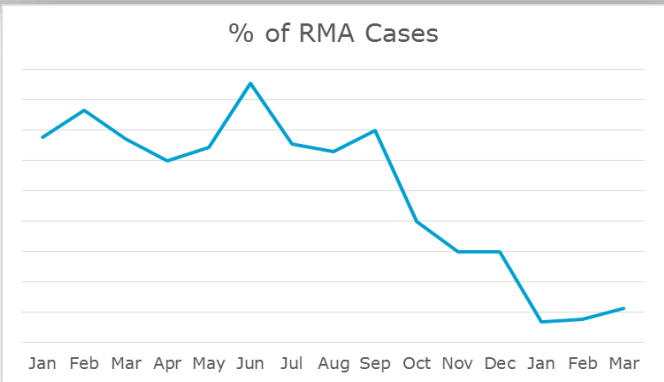
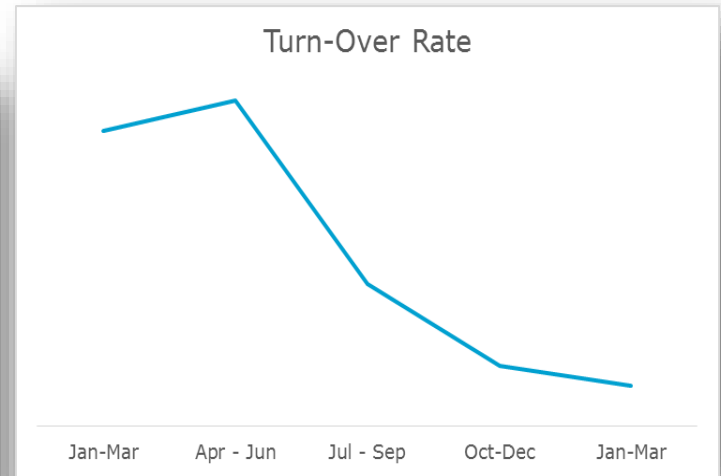
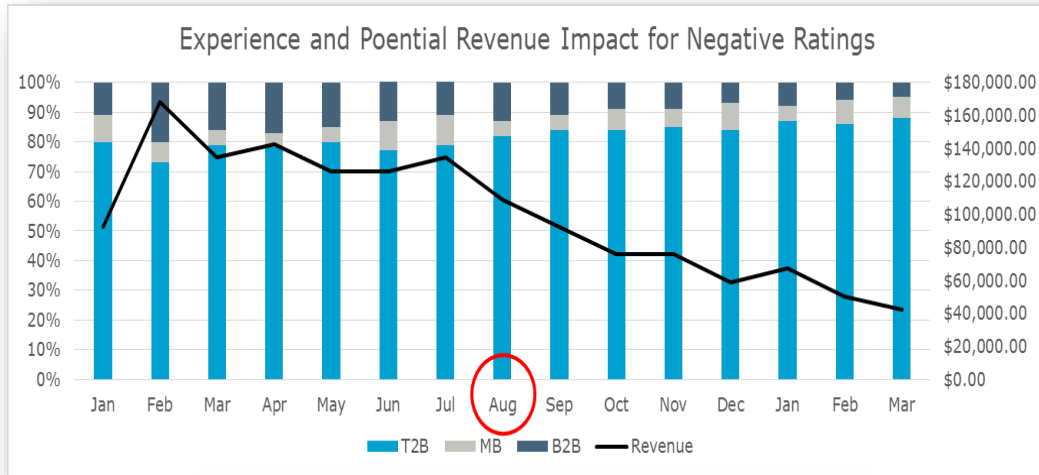
- Typical training programs with product, tools, service, policies, etc.
- We lacked a very important aspect of Training
 - Delivering on a promise of one of our strategic directives ...
Make a customer's experience better, easier, and more enjoyable today
 - A customer to us is defined as both internal and external persons we interact with
 - How do we do that – and then measure to ensure we are meeting that directive?

Challenge: Definition – Understanding – Measurement – Success

- How do you define a subjective directive?
 - Ask the customers...collaborate...consensus...discuss...decide
- How do you drive that definition and meaning to your work force so they understand what you are asking for?
 - Training...visibility...consistency in messaging and communication...reward and recognition
- How do you measure it?
 - VoC programs, turn-over, customer retention, recruitment, error rates, returns, testing, financials
- What does success look like?
 - Improving or succeeding in the above

Making it Real and then Making it Count

- Convincing everyone from Executives to Individual Contributors that we needed to revamp our training program was not easy, but...



What we have gained...

- Specifically
 - We have improved employee morale
 - Empowered employees to help all customers
 - Made enhancements to many of our products
 - Reduced time for technicians to process RMAs
 - Created a Partner Tier Program
 - Focused action plans across the Enterprise
 - Implemented a Day In The Life Program
 - Developed formal advancement criteria
 - Implemented Portals for ease of doing business
 - Increased market share/eBit/Revenue beyond targets



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