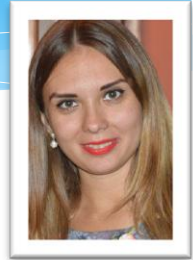


Sales and Customer Relations Training Unit

Iryna Shevchuk

Current situation



Structure:

- 4 Regional trainers with regional distribution,
- 2 Content Developers,
- National trainer

Audience & methods:

- In class: CuRe, SE, TM, Corporate Dealers (KASE, Distributors, Consumer Dealers)
- E-courses: CuRe, SE, Corporate Dealers, Consumer Dealers
- On job: SE, TM (CuRe, Consumer Dealers)

Training level:

- Income: CuRe, SE, TM, Corporate Dealers, Consumer Dealers, KASE
- Product: SE, TM, KASE
- Functional: CuRe, SE, TM

Objectives & KPI's

Objectives:

Support CEM strategy/culture in the Consumer & Corporate Business

Provide processes & standards knowledge

Provide products & services knowledge

Ensure uninterrupted training of new products, services and etc.

Ensure Partners knowledge

Objectives & KPI's

KPI:

customer satisfaction index (90%) & NPS (30%)

training satisfaction level 90%+

knowledge level 90%+

skills level 70%+

Methods

	Income level	Function level	Advanced level
Video trainings	X		
E- courses	X		
Webinars		X	
In class trainings	X		
On job trainings	X		
External trainings		X	

Each level confirm by exam

Touchpoints (Audience)

Retail:

- Consumer sales&service
- Corporate sales&service
- Customers

Corporate:

- Enterprise Sales
- SME/SOHO Sales

Consumer:

- Retail Management
- Sales Channels Development
- Retail Development

Training Unit structure

Sales and Customer Relations
Training Unit Manager

Regional trainers – 4 (with regional distribution)

Retail trainers – 10 (with regional distribution)

Corporate trainer (Head quarter)

Content developers – 2 (Head quarter)

Responsibilities

Manager

- Overall the functioning of unit
- Budgeting
- Interaction with Consumer, Corporate & CEM Managers about training needs
- Training plan development
 - Develop training materials
 - Deliver in class & on job training
 - Evaluate knowledge & skills level
 - Providing Feed back to all participants of the process

Trainer

- Deliver in class training
- Deliver on job training
- Evaluate knowledge level
- Evaluate skills level
- Providing Feed back to all participants of the process

Content Developer

- Develop e-learning
- Develop video courses
- Develop training materials
- Prepare short briefs

Audience

Trainers
Content Developers
Managers
(Internal/External)

Training Unit
Manager



Consumer & Corporate
Business
Partners employee

Content
developers



Consumer sales team
Partners Sales team
(excl. Corporate &
Exclusive retail)

Regional
trainer



Enterprise sales
SOHO & SME Sales
Partners corporate
sales team (excl.
shop staff)

Corporate
trainer

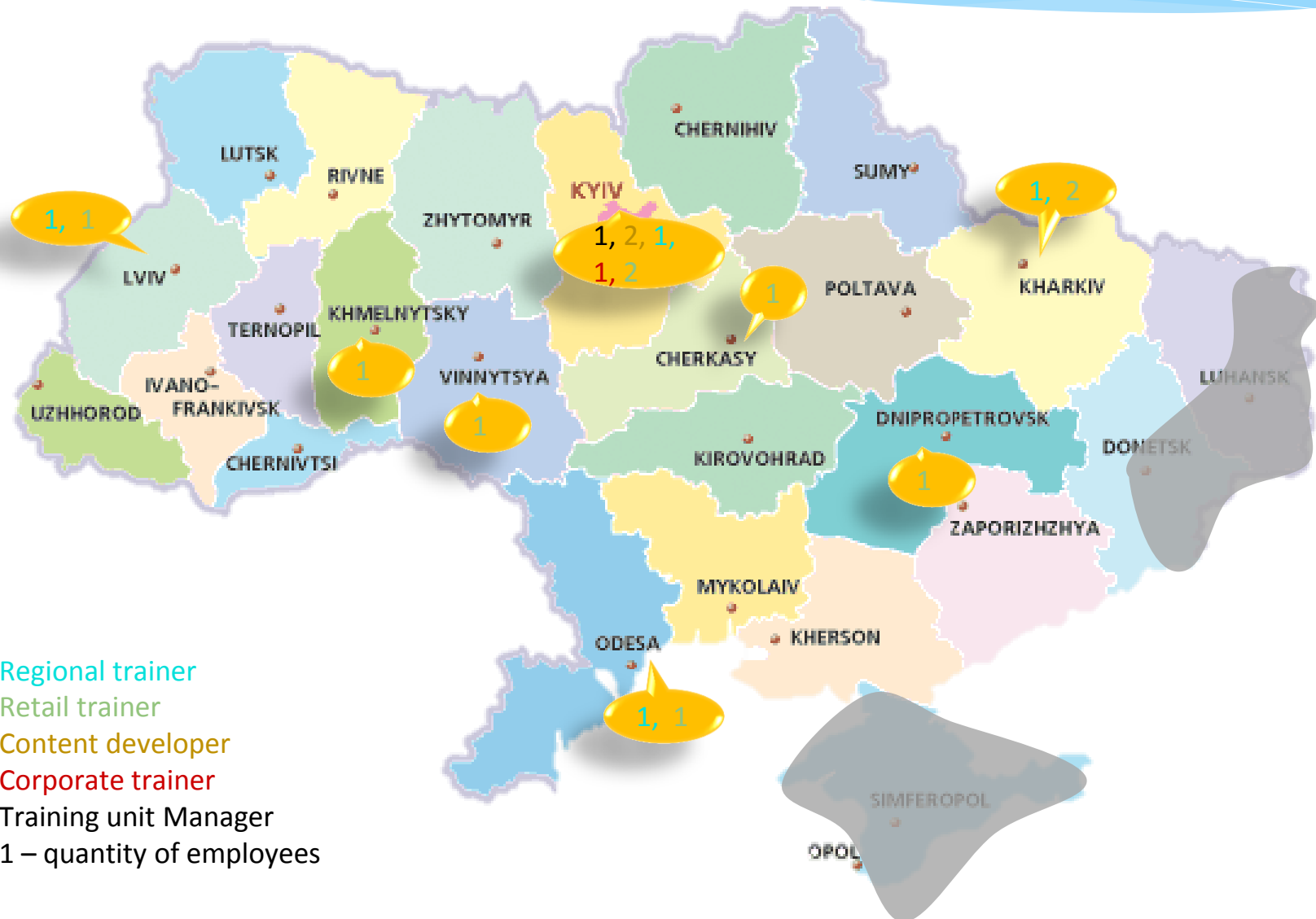


Shop staff (Consumer
& Corporate)
Shop managers

Retail trainers



Training Unit structure



Regional trainer

Retail trainer

Content developer

Corporate trainer

Training unit Manager

1 – quantity of employees