

Information Pack



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About Genesis

Genesis Communications is a company specialising in Telephone Call Monitoring, Telephone Skills Training, Mystery Shopping and Market Research.

Formed in 1989, we have strived to 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:

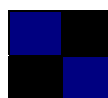
“To Help You Put Quality First”

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.”

Geoff Mann, London Borough of Greenwich





Services Provided

- Telephone Call Monitoring
- Mystery Shopping
- Telephone Skills Training
- Market Research
- Telephony Interview Assessment





Projecting the Right Image

Telephone Call Monitoring

The telephone is a key gateway into your organisation.

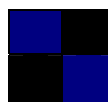
Within seconds the caller forms an impression of your organisation. Often it is the hidden, subconscious message that is key – the tone, manner and empathy in an adviser's voice.

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 Monitoring?

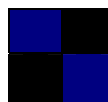
- Because you know that a quality service = a quality image.
- Because it is about putting the customer first.
- Because you need to have quality useable data.
- Because you need an impartial, objective external service provider, with no hidden agenda and no 'favourites'.

But why don't we let a client 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."

Gail Eagles, The University of Birmingham

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

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.

Site Visits

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.





Telephony Interview Assessment

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

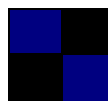
When the key to the job is the persons voice, why not test them?

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	Allen & Overy	BAA
Berwin Leighton Paisner	Bircham Dyson Bell	Birmingham Airport
Birmingham Midshires	Birmingham University	Britannia Airways
Canon UK	CB Richard Ellis	Churchill
Diageo	East Midlands Airport	Freshfields Bruckhaus Deringer
GlaxoSmithKline	Hays	Hammonds
Huddersfield University	Jaguar Cars	Kepner Tregoe
Linklaters	Logica CMG	Lovells
Merrill Lynch	Nabarro Nathansen	Norwich Union
Pearson Education	Prudential	Sacker & Partners
Taylor Wessing	Thames Valley University	The Boots Group
Unipart Group	Victoria Coach Station	Watson Farley Williams

Hospitals

Dewsbury	Ealing	Guys & St. Thomas'
Kings College	London Independent	Mayday
Poole	Portsmouth	Queen Alexandra
Redbridge	Royal Devon & Exeter	Royal Victoria
Southampton	St. Georges	St. John & St. Elizabeth

Councils

Adur	Arun	Basingstoke & Dean
Blackpool	Camden	Chiltern
Colchester	Ealing	Exeter City
Greenwich	Hackney	Horsham
Kensington & Chelsea	Lambeth	Northampton
North Herts.	Sedgemoor	South Kesteven
Southwark	Staffordshire Moorlands	Sutton
Swindon	Telford & Wrekin	Test Valley
Tower Hamlets	Warrington	West Berkshire

...So come on and join us!

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