

# Taking Customer Service To The Next Level

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Aflac prides itself on its customer service, but wants to take it the next level. So it's teaming up with Columbus Tech and Georgia Quick Start for a training program. Together CTC and Quick Start will develop and implement a program focused on Aflac's mission. Meet one of the newest groups of Aflac employees. Right now they're learning the ins and outs of being a customer service representative.

"It's a fine line between knock your socks off customer service and customer service, you really need to learn the basics," said Betty Jackson, Vice President of Economic Development at Columbus Tech. Then it needs to become a culture. Together Quick Start and Columbus tech will make this happen for Aflac employees.

"At Aflac we sell a promise. At the end of the promise we want to make sure we have all of the commitment necessary, that what is purchased at the product side happens at the fulfillment side," said Janet Baker, Senior Vice President Corporate Learning. Quick Start has developed a curriculum, tailored to Aflac's objectives. Columbus Tech is the liaison, teaching the classes. Employees learn through case studies, puzzles, and ice breakers.

"We let them do voice recordings, we actually let them hear themselves, and sometimes they say I know that can't be me, I didn't say ahhhh!" said Jackson,

Jackson says in every class there's always someone who thinks he or she knows everything; that changes after the pre-test.

"They don't make well on it, it gets their attention. So now that I have their attention, they may know it, but the scores didn't show it," she said.

Training usually lasts four weeks. At the end employees are Certified Life and Health Insurance Specialists, and that's really when the training is put to use.

"We capitalize on each other's strengths and supplement where it's needed," said Baker.

Baker says she's seen first hand the difference the training makes; everyone benefits from it.

"It's kind of like this trinity of good people and good support system that come together in our community to really make a difference. You don't find that collaboration in a lot of places."

This is the second training agreement Aflac has done with Columbus Tech and Quick Start.

The new training begins early 2009.

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