

**Comet is part of KESA Electricals plc, a pan-European group operating in 12 countries. With more than 250 stores throughout the UK. Comet offers a unique all-round shopping experience with a range of services including home delivery, full installation of products, such as televisions and computers, take back facilities for large products, and comprehensive after sales service.**

In August 2005, Comet fully rebranded to differentiate itself from its competitors, with the entire project being labelled the new Comet 'Vision' - with customer trust and staff training at its core.

As part of this drive for customer excellence, Linac's services were engaged to develop high impact and influencing capability among all customer facing employees. Linac was tasked with designing learning interventions that would build on existing levels of customer service competence, and significantly enhance and embed new impact and influencing capability.

It was considered critical to success that the programme generate 'real' time actions that would change practices and shift behaviour, permanently securing new levels of customer excellence.

Following a short learning diagnostic, Linac designed a highly practical and interactive two day programme for customer service staff. Learning centred on a tailored model of positive influence, which develops powerful influencing and persuasion techniques, positive impact and rapid rapport and achieves linkage to business results.

This highly facilitative learner-led programme utilises a wide range of brain friendly learning methods to add sizzle and substance. Professional actors, Neuro-Linguistic Programming (NLP), rich multi-sensory accelerated learning techniques are used to stimulate the learner and invigorate the learning environment. Linac also provided coaching support to encourage learning transfer and cement changes back into the workplace driving customer service levels to new heights.





# Comet

...And here is the great feedback that we got from Comet!

*"The programme continues to be extremely well received and has recorded outstanding results. Linac continues to partner Comet and this programme has been rolled out across the business as a whole. The Linac trainers receive great feedback and the workshops have exceeded our expectations. The workshops are highly intuitive and learner led with direct focus on real business opportunity".*

**Alex Myers**  
Learning and Development Manager, Comet

Call Linac today to find out how we can help you get the best out of your customer service

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