



Case Study 7

A London Borough Council contracted Silvercube to deliver a Customer Service Training Event for their Housing Repairs Team.

Example: We work closely with the client to gain a full understanding of what they want to achieve from the event. What are the key objectives? What do they want their teams to do as a result of the experience they have? Once both parties are happy our script writer writes a piece of theatre which reflects an accurate picture of the organisation highlighting key areas as discussed with the client. Once given client approval a director is brought in to rehearse the script with a team of actors.

Delegates are asked to discuss the scene in small groups and one of our team joins each group to facilitate and note the key learning points. The scene is replayed with delegates taking their opportunity to change the action to achieve customer service excellence.

Result: Delegates interact with the actors reshaping the scene and in doing so take ownership over the outcome. Debate and discussion is provoked and delegates experience a relevant & accurate dramatisations inspired by their own input. They benefit from this refreshing and often humorous approach having come together as a group & created a working picture of what customer service excellence looks, sounds and feels like.