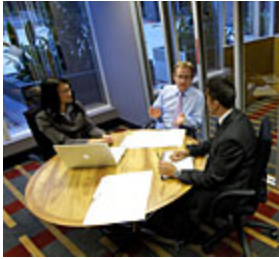


CASE STUDY - RACV



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THE NEED

RACV through a training needs analysis discovered a need within the newly opened RACV City Club to establish a comprehensive short course training calendar to deliver “soft skills” training that would be accessible to all staff and delivered primarily by the one provider, complementing the corporate RACV College program.

They wanted programs that:

- Improved the customer service levels of their hospitality staff
- Gave employees a better understanding of how to negotiate and resolve conflict
- Gave their junior and middle managers clearer direction and leadership skills to effectively handle their new responsibilities.

THE SOLUTION

Training Consultant, Kirstyn Buhagiar approached James Strahan and Stan Bannan of Swinburne for advice on what customised courses we had that would cater for the professional development needs of their frontline staff.

Over several meetings Swinburne created or provided programs that matched the needs of RACV staff and organised classroom variables and facilitators.

THE PROGRAM

The following in-house courses were chosen by RACV in their 1st roll out:

- Conflict Management
- Negotiation Skills
- Professional Sales Skills
- Excellence in Customer Service
- Leadership through Coaching & Mentoring
- Emotional Intelligence
- Leadership for women in the workforce
- Time Management
- Behavioural Interviewing

THE OUTCOME

Through Swinburne’s post class evaluations and Kirstyn’s feedback we have discovered that the programs were very well received and staff have been working more effectively and productively, with a greater sense of team and service to the customer.

RACV have subsequently rolled out these programs, and others through their Noble Park and City Centres for 2006/07.



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