

🚀 PERFORMANCE TRANSFORMATION PROGRAM (€7,500+)

🎯 What the customer is really buying

Not training.

Not theory.

👉 Measurable change in agent behavior → directly visible in KPIs

🧠 PROGRAM LOGIC (your USP)

The program is based on:

👉 FCL METHOD (Focus – Control – Logic)

👉 Empathy-driven Communication

👉 Behavior instead of knowledge

📦 PROGRAM OVERVIEW (Executive Version)

Phase 1: Analysis & Reality Check

Phase 2: Training & Behavioral Shift

Phase 3: Live Application & Coaching

Phase 4: Stabilization & KPI Impact

📅 4-WEEK PROGRAM (Premium Standard)

◆ WEEK 1 – ANALYSIS & TRUTH

Goal:

👉 Understand reality (not reports – real calls)

Content:

- Call listening (top / worst / average)
- KPI analysis:
 - CSAT
 - FCR
 - AHT
 - Escalations
- Agent behavior analysis:
 - language

- structure
- emotion
- control

Deliverables:

- ✓ Management summary
- ✓ Pain point map
- ✓ “Top 5 performance killers”
- ✓ FCL gap analysis

◆ **WEEK 2 – TRAINING (TRANSFORMATION START)**

Goal:

- 👉 Change behavior (not just explain it)

Content (Live Training):

◆ **Module 1 – FCL Foundations**

- How the brain sabotages conversations
- Focus vs. chaos
- Emotion vs. control

◆ **Module 2 – Structured Communication**

- Opening → setting control
- Need identification
- Ownership language

◆ **Module 3 – Empathy in Action**

- real empathy vs. fake empathy
- tone & impact
- handling difficult customers

◆ **Module 4 – Closing & Control**

- secure closings
- creating clarity
- building trust

Methods:

- ✓ Live training
- ✓ Role plays

- ✓ Real cases
- ✓ Self-assessment tool (your tool 🔥)

◆ WEEK 3 – LIVE COACHING (GAMECHANGER)

Goal:

- 👉 Implementation in real calls

Content:

- Live call coaching
- Side-by-side feedback
- Micro-corrections in real time

Focus:

- 👉 Change behavior in the moment
- 👉 not after the call

Tools:

- ✓ FCL scorecard
- ✓ Self-assessment
- ✓ Immediate feedback

◆ WEEK 4 – STABILIZATION & PERFORMANCE

Goal:

- 👉 Sustainability + KPI impact

Content:

- Follow-up coaching
- Team calibration
- QA alignment

KPI Focus:

- CSAT ↑
- FCR ↑
- AHT ↓
- Escalations ↓

After 4 weeks, the customer sees:

- ✓ better conversation structure
 - ✓ less chaos in calls
 - ✓ more control by agents
 - ✓ fewer escalations
 - ✓ higher customer satisfaction
- 👉 exactly what you describe in your document



 **DETAIL: MONTHLY PLAN (ready to sell)**

Week 1

- Analysis
- Stakeholder meeting
- Call review

Week 2

- 2–3 training sessions
- Exercises + practice

Week 3

- Live coaching
- Real calls

Week 4

- Follow-up
- KPI review
- Next steps

