



JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Customer Service Training and Quality Support



Training Needs Analysis (TNA) Course

OVERVIEW



Training is looked at as a cost by most of the organizations because there is no clear picture as to why there is a need for training, who needs to be trained, what needs to be addressed via training, what skills need to be developed, and how the success of training will be measured.

When not done right, this obscure picture impedes the success of an intervention thereby leading to a setback and disbelief in the efficiency of learning and development in driving change.

Successful organizations on the other hand clearly define the desired state (what does the goal look like), then assess the current state in terms of capabilities i.e.

Knowledge, Skills and Abilities (KSA's) and then look at the gap and arrive at a need to bridge the gap by undertaking the right approach, one of which could be training.

This process centered approach ensures that the training is not a checkbox activity or whims of someone in the management, but a calculated step taken to help the organization navigate and reach the desired state faster in an effective manner.

This training course will empower you in understanding the importance of right training need analysis, how to conduct one for expected outcomes, what questions to ask while arriving at a training need, templates/ format to use, who all to be involved in conducting TNA, reports & usage of TNA to curate a right training program for maximum impact.



COURSE OBJECTIVES

By the end of the Training Needs Analysis Course, the participants of this course will be able to:

- Define the meaning of the entire training cycle
- Explain the meaning of Training Need Analysis
- Determine the importance of Training Need Analysis
- Clearly define the factors essential for conducting a training need analysis
- Define competencies and explain Knowledge, Skills and Abilities (KSA's)
- Explain various Training and development perspectives
- Elaborate on the steps involved in the Training Need Analysis process
- Define the components of training need analysis report
- Ascertain the importance of learning styles while conducting Training Need Analysis
- Explain the factors important for design and delivery strategy of any intervention

TRAINING METHODOLOGY

Designed this training program on the Training Need Analysis Course for individuals at Junior, middle and senior levels.

This workshop is a very collaborative session as participants from all cultures contribute to this training program and share their own office experiences and challenges.

Customized modules can be arranged for organization specific learning requirements, even the external stakeholders can be involved for feedback and improvisations. This program involves group discussions, case studies, and role-plays.





ORGANISATIONAL BENEFITS

Organizational Benefits of employees who participate in this Training Need Analysis Course will be as below:

- Define competencies that are to be developed while conducting training need analysis
- Address skill gaps that are a roadblock in organizational success
- Define clear problem statements and indicators that can be addressed
- Get buy-in from learners by engaging and investigating with them
- Involve multiple stakeholders for getting a broad perspective for the right impact
- Ask relevant questions to gather the information that can help bridge gap
- Use a competency-based framework and formal approach to training
- Turn cost into investment by bridging the skill gap
- Use a scientific, failproof approach to plan training around proven challenges and concerns
- Develop TNA reports that can help develop and implement successful training, and help gauge effectiveness post-implementation
- Conduct TNA as a reactive procedure on client feedback, the gap in the current and desired state or proactively as a response to the everchanging economic environment
- Gauge excitement of team towards learning, build enthusiasm by involving activities as per learning styles and preferences
- Validate every training requirement that occurs/ stems up with a structured TNA

PERSONAL BENEFITS

Participants who enroll in this Training Need Analysis Program will benefit in the following ways:

- Learn and explain the meaning and importance of Training Need Analysis
- Define the factors essential for conducting successful TNA for effectiveness
- Define KSA's for an employee to successfully perform a job
- Investigate and explain the symptoms and observations that lead to the need for a TNA
- Collaborate with multiple stakeholders (internal and external) for gaining insights on the performance gap
- Build a template, questionnaire for formal and objective TNA
- Conduct TNA to consistently build programs that help achieve business objectives
- Challenge and counter stakeholders who ask for training without defining a problem statement, help define a problem statement and then conduct a TNA
- Partner with subject matter experts to look at solutions for the problems/ skill or performance gap identified
- Build and follow a step by step approach for conducting a TNA
- Define the components of an objective TNA report and create such reports for organisational success
- Be a champ in saving costs by investing only in right training that can address skill gaps



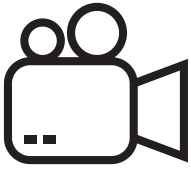


WHO IS THIS PROGRAMME FOR?

Human Resource Professionals, Trainers, OD Consultants, Managers of People, Independent Training Professionals, Instructional Designers

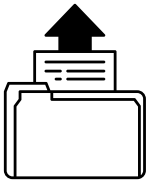


PROGRAMME HIGHLIGHTS



+60

**2+ Role Plays 5+ Real-World Case Studies 10+ Assignments/
Applications Pre-Recorded Video from JICSI with for self-
paced learning.**



**10+
Assignments/
Applications**



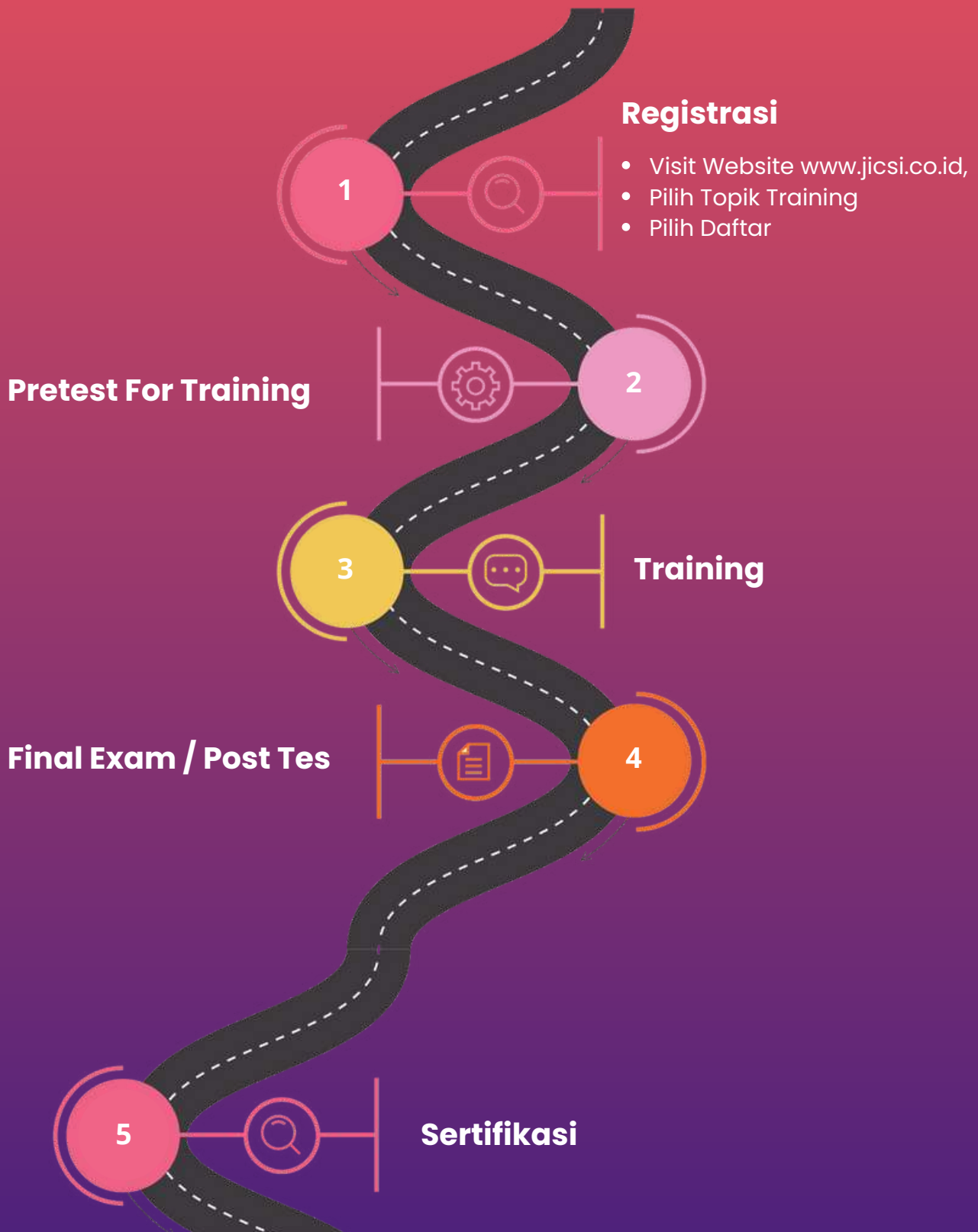
**5+
Real-World
Case Studies**



**2+
Role Plays**



LEARNING JOURNEY



MODULES

Module 1 : What is Training Needs Analysis

Module 2 : Why Training Need Analysis

Module 3 : Elements of Training Need Analysis Process

Module 4 : Factors to consider while conducting a TNA

Module 5 : Steps in TNA Process

Module 6 : Tools and Techniques for TNA

Module 7 : Key stakeholders to be involved

Module 8 : Factors for content design and delivery in TNA

Module 9 : Consequences of not performing appropriate TNA



CERTIFICATE

Upon successful completion of the programme, participants will be awarded a digital Certificate of Completion by Jakarta International Customer Service Institute (JICSI) and Customer Service Experience Association Indonesia (CSEAI)



ABOUT JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Jakarta International Contact Center Institute adalah suatu lembaga pelatihan dan pengadaan sumber daya manusia yang berfokus pada customer service professional dan lembaga survey kepuasan pelanggan.

Kami berorientasi pada pelanggan dimana kepuasan pelanggan adalah tujuan keberadaan kami. Kami hadir untuk pelanggan. Adapapun JICSI berdiri secara legal pada Januari tahun 2021.

Professional Training

JICSI telah melatih lebih dari 2300 peserta dan telah bekerja di berbagai perusahaan dengan keahlian mereka yang sesuai dengan kebutuhan perusahaan

Recruitment Agency

Sebelum JICSI mengirimkan tenaga yang terampil sesuai dengan yang dibutuhkan oleh perusahaan, JICSI benar- benar telah melakukan pelatihan, pembinaan dan telah lolos seleksi test yang dilakukan oleh Rumah Karir JICSI

Survey Customer Satisfaction

JICSI memiliki Survei kepuasan pelanggan sebagai alat berharga yang dapat membantu bisnis untuk menemukan tingkat kepuasan pelanggan dan menciptakan loyalitas pelanggan.

Core Value



Respect.

Kami selalu menghargai perbedaan setiap orang dan mengajak pelanggan kami untuk selalu berpartisipasi untuk memberikan masukan demi meningkatnya kualitas layanan yang akan kami berikan kepada pelanggan kami.



Honesty.

Kami selalu menjunjung akan kebenaran dalam semua situasi dan selalu mengedepankan profesionalisme yang kami miliki.



Trust.

Kami percaya kepada orang lain dan menjaga kepercayaan yang diberikan kepada kami.



Integrity.

Kami melakukan apa yang kami katakan.



Our Service.

Customer Service Training
Manpower & Recruitment Customer Service Agency
Customer Satisfaction Survey

TESTIMONI



PT Indosat Ooredoo

Training Data Visualization

[Lihat Video >>](#)



PT Indosat Ooredoo

Training Certified Contact Center Manager (CCCM)

[Lihat Video >>](#)



PT Freeport Indonesia

Training Customer Service Professional HR Call Center

[Lihat Video >>](#)



OY! Indonesia

Training Contact Center Agent Professional

[Lihat Video >>](#)

MESSAGE FROM FOUNDER

Rudy HP Manullang ,Ph.D
Founder JICSI



Menjaga hubungan yang baik dengan pelanggan adalah bagian penting untuk sukses dalam dunia bisnis. Ikatan pelanggan yang kuat dibangun dan dipelihara melalui komunikasi yang baik. Ini karena membantu pelanggan dan perusahaan membangun kepercayaan satu sama lain.

Ketika seorang customer service berbicara dengan pelanggan secara langsung, jujur, dan terbuka, customer service tersebut telah menunjukkan bahwa Anda menghargai waktu pelanggan dan mengetahui apa yang dibutuhkan oleh pelanggan. Hal ini dapat membantu membangun hubungan yang baik, yang dapat menghasilkan lebih banyak pelanggan setia dan lebih banyak bisnis yang berulang.

Dengan aktive listening dapat menjaga hubungan baik dengan pelanggan dan membantu bisnis Anda mempertahankan pelanggan setia, menghasilkan lebih banyak uang, dan mendapatkan nama baik di pasar. Mendengarkan secara aktif adalah bagian penting dalam membangun hubungan baik dengan pelanggan.

Menurut Center for Creative Leadership, pemimpin yang andal dalam skill active listening cenderung mudah mendapat kepercayaan dan hormat dari bawahannya. Oleh sebab itu, keterampilan mendengar aktif patut Anda kembangkan demi menunjang rutinitas di lingkungan kerja dalam memberikan layanan yang baik kepada pelanggan

Pelanggan cenderung nyaman berbicara dengan orang yang memang mendengarkan cerita mereka, ini termasuk kebutuhan dan masalah yang tengah dialami. Pendengar yang aktif terbiasa mendengarkan hingga tuntas dan memahami konteks pembicaraan. Barulah mengambil kesimpulan berdasarkan apa yang telah dipahami. Melalui kebiasaan ini, pelanggan jadi betah dan nyaman berbicara mengenai keluhan kesah.





**Jakarta International
Customer Service Institute**

Persyaratan

- Semua tingkat akademik diperbolehkan
- Pengalaman kerja
- Koneksi internet yang stabil (untuk peserta online)

Silahkan kirim berkas dokumen ke
email: **marketing@jicsi.co.id**

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