

Turning evaluation findings into staff coaching

An evaluation only pays off when the team changes what they do. The way you share findings decides whether people lean in or get defensive.

Start with what went right

Every report has moments worth recognizing. Lead with a specific one — what was said, how quickly, the effect on the customer. It shows the evaluation is fair and tells people what to repeat.

Coach the moment, not the person

- Talk about what the customer experienced, using the report's facts and timings.
- Ask the team what they think got in the way — staffing, tools, unclear process.
- Separate a one-off from a pattern before deciding it needs a fix.

Pick one priority

Choose the single moment that most often costs you the customer — a missed call, a slow reply, no clear next step. Agree on what “good” looks like in plain words, and practice it.

A simple coaching rhythm

1. Share the finding with the facts and the customer's point of view.
2. Agree on the standard and why it matters.
3. Role-play the moment until it feels natural.
4. Re-check it with a follow-up evaluation.
5. Recognize the improvement publicly.

Keep it confidential and fair

- Evaluations are about the experience, not catching people out.
- Avoid sharing one person's results with the whole team without context.
- Use results to fix systems as often as individual habits.