

How do we deliver best in class service in a way that employees consider Customer focus as their utmost priority while interacting with end Customers and internal non client facing staff.

The Client – One of the leading General Insurance Companies in India.

Target Audience – Officers and Managers from multiple functions including Underwriting, Claims, Legal, Sales, Credit & Service. Programs were conducted covering employees from metros and upcountry locations across India.

Brief

Client wanted us to deliver Customer Focus competency across entire organization to both client and non-client facing staff, across levels. They were looking to teach Customer centricity as number one priority for all roles thus deliver a transformed service culture. An important expectation was that the program must be highly interactive to keep the audience engaged at all times.

The Need

- To create a desire in employees to embrace Customer focus
- How to get employees to be equally committed to excellent service for both external Clients and internal staff
- Equip employees with skills to give Customers an unanticipated experience
- develop a sense of accountability and ownership

What We Did:

The Intervention

- 2 tiered solution
- Customer Focus Level1 program for servicing external Customers, Level 2 for internal Customers
- Both programs with common end goal of delivering service excellence, different in content & delivery
- **Key program elements for L1–**
 - 4 pillars to deliver service excellence
 - Understanding Customer expectation and my role
 - Understanding Customer's needs
 - Responding to Customer's needs and expectation
 - Handling difficult Customers
- **Key program elements for L2–**
 - Create a positive impression in every interaction
 - Building a sense of involvement and interest
 - Providing seamless and consistent service, every time
 - Deepening relationships

The Game Changers

- Brand stories on Customer service excellence
- High energy program design with 9 activities linked with key program objectives, videos, case studies & role plays
- Paradigm shift in training experience for participants –from sit down lecture format to an interactive, experiential approach

The Results

- Program rating of > 9 on a scale of 10, for all programs held.
- Participants went back with individual action plans with specific action items based on learning from the program
- Greater buy in and acceptance from employees who were not in customer facing roles – they understood & appreciate the value of Customer Service
- An improved working environment across various teams – people started working less in silos and more collaboratively.