

INTENSIVE VIRTUAL TRAINING CURRICULUM ON COMMUNICATION AND SOCIAL PRESENCE FOR CUSTOMER FACING EMPLOYEES OF A BANK

THE CLIENT

India's 3rd Largest Bank

TARGET AUDIENCE

Over 30000 Relationship Managers, Customer Service Officers And Business Development Executive

THE NEED

The Bank wanted its frontline Relationship Managers, Customer Service Officers and Business Development Executives to present a polished image and embody their role as brand ambassadors. The key competencies :

- Polished Verbal communication – spoken and email
- Professional Grooming and Dressing
- Customer Connect – to enhance customer trust and confidence in the bank

THE CHALLENGE

- Scale : Over 30000 participants across India
- Virtual Platform using MS Teams
- Participant profiles – different businesses, customer groups, products, language preferences
- Project Management – multiple VC based batches every day for more than 6 weeks

WHAT WE DID

- Research – to understand participant profiles, real life scenarios
- Designed content that was highly participative even in a virtual environment
- Created a curriculum with a blend of virtual classroom sessions, videos, eLearning, assessments
- Trained facilitators to deliver Virtual programs
- Partnered with the client to manage tech challenges

THE INTERVENTION

A. Relationship Managers -

- Conducted 420 virtual training sessions with over 2100 participants
- Custom designed e-learning sessions and self-learning videos

B. Customer Service Officers and Business Development Executives (Over 29000 Participants)

- Self-learning videos
- E-learning modules
- Coached their Managers to become coaches and ensure application in real life situations

THE OUTCOME

Average program rating of 4.6 by more than 2100 participants

Appreciation and positive word of mouth on course content, conduct and management

The impact on actual business is awaited, as the program has concluded very recently