

Background

This training intervention was for one of the India's largest oil company, produces and markets a diverse range of products, from petrochemicals and solvents to aircraft fuel and specialty lubricants.

With the scheduled deregulation of the oil sector in the early nineties and the imminent entry of international as well as private national players, organizations retail council embarked on a project to implement the customer service standards (CSS) at 200 retail outlets.

The Need

Since at that time, in the pre-deregulation phase, there was no differentiation in the petroleum sold, the organization wished to create differentiation through better customer-handling and post-sales services and thus retain customer loyalty.

NIS Sparta's Approach

NIS Sparta, through its detailed study of the requirements and concerns, developed a behavioral intervention. As part of this intervention, the association would also design and implement a customer service standard. The standard would ensure that the dealers, sales officer, territory managers, and branch managers are sensitive to customer's requirements and are able to project organizations image as a superior service provider, post market deregulation.

NIS Sparta's behavioral programs for this organizations dealers helped them to:

1. View the organization as partners and no longer as inspectors.
2. Emphasize that old ways of working will not hold good in the changed market scenario.
3. Bring home the concept of lifetime value of a customer.

Results

By the end of the intervention, the dealers along with organization's officials developed and signed the "Customer Charter of Rights".

After conducting the pilot programs, a survey was carried out to measure the effectiveness of the program. The results were found to be very encouraging and it was decided to replicate the program across the country and cover all the dealerships.