

Background

The Department of Posts (DoP) launched 'Project Arrow', in 2008 as an initiative to transform India Post into a vibrant and responsive organization and to make a visible and positive difference in postal operations to benefit the customers. 23 states were to be covered in separate phases under this project.

The project expected to bring the rural populace in direct communication with the outside world and bring benefits of development to their doorsteps. The department through this project aims at emerging as a one-stop shop for retail products by offering a single-window facility for banking, money remittances and other financial products and services, including social and civic initiatives such as the National Rural Employment Guarantee Scheme and National Old Age Pension Scheme. The department also aims at strengthening its business development and marketing division. The post offices would undergo a makeover with upgrade of its services through IT-enabled procedures.

A key feature of this project has been its objective to make postal offices more customer friendly and make the customer-facing roles ready to deal with the new age customer that is aware of their rights and have very little time and patience to deal with complex processes and formats. This is where the role of NIS Sparta came in.

Engagement History

NIS Sparta first interacted with Department of Post in for the pilot project for conducting soft skills and behavioural training. The first programme was done for postmasters, which was based on leadership and team building was a huge success. Post that NIS Sparta was invited for bidding through formal tenders. NIS Sparta was able to get the tender, despite competition from other training companies which had bid for the same project. The bases for getting the tender was primarily around two requirements—the quality of delivery and the approach taken to deal with the participants' and their requirements.

Overview of the Solution

The set of programs in the first phase for the Post Men were a success. The requirements were mainly around customer dealing, communication skills and understanding of the changed customer requirements. The key areas in which the training was provided were:

- The new age customer and its requirements
- Customer orientation (need and importance)
- Managing self (Time Management, Attitudinal training)
- Effective communication

The NIS team's ability to deal with a diverse audience (aged between 25 and 60), from different parts of the country, of varied education and above all with very little knowledge of English and sometimes even Hindi made the programs a big success.

After the Post Master's program had been conducted, in the second run, NIS Sparta got the order to conduct training for 1800 members of various profiles at different locations.

The results:

NIS Sparta has successfully covered the participants from all the regions across India, some key locations where the programs got conducted included Delhi, Ghaziabad, Noida, Jammu, Srinagar, Himachal Pradesh, Karnataka circles etc.