

Background

This initiative was undertaken for India's foremost and truly integrated telecommunications service provider. The company ranks among the top 5 telecom companies in the world.

To serve the high volume of customers' telecom requirements (sales & after-sales service), the company has 1500 retail touch points spread across India. Here, at the stores, the Customer Relationship Executive (CRE) is the primary point of contact for every walk-in customer and without doubt the most important contact point for the customer at the retail store.

The service experience that the CRE facilitates at the stores determines the customer's stickiness with the service provider, to a great extent.

The Need

Enhancing skills of the CRE to provide customers a superlative experience. Developing skills in a manner as to help them handle all its customer transactions skillfully while making the customer feel special.

NIS Sparta Intervention

NIS Sparta proposed a 6-day program for CREs. The program has been designed to help CREs provide enhanced customer experience while achieving stipulated sales goals. Every CRE should have their customer experience a "Moment of Magic".

The learning program developed by NIS Sparta, looks at all aspects of CRE – Customer Transactions, including the usage of CRM systems and customer handling skills.

The program design focuses on interaction within the class along with real-life scenarios simulated through role plays, group activities, demos, simulations, videos and quizzes.

The Result

Based on the program Training Head, Customer Service Department (CSD), Punjab Haryana Circle commented, "the programs equips the CRE with practical sessions on the system along with the real-time customer facing situations. Handling of customer interactions like New Purchase & Repeat Purchase, After Sales & Bill Payments blended with customer orientation skills has added greater value to the training along with objection handling techniques that has helped the CRE with appropriate responses to overcome the shortcomings in customer dealing as well as provided them with the solutions on specific issues."

Post the success of the pilot training program, the program was mandated for all CREs appointed at the Retail store nationally. Over a period of 1 year, NIS Sparta successfully trained and certified over 1700 participants pan India.