

## Background

This training intervention was for the largest home appliance company in the world that enjoys a leadership status in the refrigeration and automatic washing machine categories in India.

The company positions itself as a preferred brand for the home maker and supports its products with a nationwide service network.

## The Need

While the service engineers were experts at providing corrective and preventive maintenance for products, they needed to engage the customer better so that the customers could experience delight.

Target Audience: Service Engineers at the company's service centres across India

## NIS Sparta's solution

NIS Sparta was entrusted the job of improving the quality of interaction of the company's field staff (service engineers) with their primary buyers—'the home makers'. NIS Sparta believed that the service engineers are the company's ambassadors. They must not only offer corrective and preventive maintenance for products, they should also act as consultants to the customers and help them make positive choices for themselves. This would result in creating many delightful moments of truth for the customers.

To achieve the objective the training was focused on the following key areas:

- Becoming customer-oriented
- Improving service delivery quality
- Performing the role of a service consultant

The project was conducted in two phases:

### Year I: Project 'Sambandh'

- Training select service engineers to handle premium retail customers

### Year II: Project 'Sarvatha Samarth'

- Extension of the project 'Sambandh' to all service centres across India
- Reinforced the concept of handling 'any customer/any complaint'

## The Result

The training intervention covered over 500 service engineers

### Customer feedback

"We had a great team building programme facilitated by NIS Sparta. The programme was well organized and executed. The team really enjoyed the exercise and I thank NIS Sparta for making this happen."