

**How do we get our Service and Sales teams to co-ordinate better and take more ownership to deliver a seamless and world class experience to the Customer?**

**The Client-** A leading organisation, developing and manufacturing medical equipment for the Indian medical market.

**Target Audience** – Service & Sales Team from India, Nepal & Bangladesh.

**The Need**

As part of the organisation's vision of delivering best service in the industry, our client wanted us to deliver a program for their entire India team to reiterate the importance of customer centricity. Primary focus was to address lack of co-ordination between service and sales teams, increase collaboration and ownership so that each one understands and appreciates the value of fulfilling commitments made to Customers.

**The Measure** – decrease in 'dissatisfied' Customer cases & increased accountability.

**What We Did:**

**The Intervention:**

- LSIP - Large Scale Intervention Program for 130 people
- High energy, fast paced, experiential program to keep participants engaged
- Activities, videos, games to embed learning through experiences
- Attended by the company Chairman, MD, senior management and all employees
- **Key program elements**
  - Focus on 3 areas - accountability, team principles & mindset to serve
  - Creating a perspective shift from blame to solve
  - Celebrate the difference, think win-win
  - Common Goal, Trust, Communication, Co-ordination
  - Understanding new-age Customer's requirements
  - Impact of Customer delight
  - Handling conflict situations & difficult Customers

**And that's not all**

- Regional Service and Sales Teams designed their own Commitment charters
- Specific service delivery goals and how they would extend support to other teams.

**The Game Changers**

- Experiential approach - High energy, fast paced, activities to keep participants engaged
- Activities, videos, games to embed learning through experiences

**The Results:**

- Acknowledgement from the MD & Chairman at the end of program as to how useful & relevant it was for the participants.