

**How do we deliver best in class service in a way that employees consider Customer focus as their utmost priority while interacting with end Customers and internal non client facing staff.**

**The Client** – One of the leading General Insurance Companies in India.

**Target Audience** – Officers and Managers from multiple functions including Underwriting, Claims, Legal, Sales, Credit & Service. Programs were conducted covering employees from metros and upcountry locations across India.

#### **Brief**

Client wanted us to deliver Customer Focus competency across entire organization to both client and non-client facing staff, across levels. They were was looking to teach Customer centricity as number one priority for all roles thus deliver a transformed service culture. An important expectation was that the program must be highly interactive to keep the audience engaged at all times.

#### **The Need**

- To create a desire in employees to embrace Customer focus
- How to get employees to be equally committed to excellent service for both external Clients and internal staff
- Equip employees with skills to give Customers an unanticipated experience
- develop a sense of accountability and ownership

#### **What We Did:**

##### **The Intervention**

- 2 tiered solution
- Customer Focus Level1 program for servicing external Customers, Level 2 for internal Customers
- Both programs with common end goal of delivering service excellence, different in content & delivery
- **Key program elements for L1–**
  - 4 pillars to deliver service excellence
  - Understanding Customer expectation and my role
  - Understanding Customer's needs
  - Responding to Customer's needs and expectation
  - Handling difficult Customers
- **Key program elements for L2–**
  - Create a positive impression in every interaction
  - Building a sense of involvement and interest
  - Providing seamless and consistent service, every time
  - Deepening relationships

##### **The Game Changers**

- Brand stories on Customer service excellence
- High energy program design with 9 activities linked with key program objectives, videos, case studies & role plays
- Paradigm shift in training experience for participants –from sit down lecture format to an interactive, experiential approach

##### **The Results**

- Program rating of > 9 on a scale of 10, for all programs held.
- Participants went back with individual action plans with specific action items based on learning from the program
- Greater buy in and acceptance from employees who were not in customer facing roles – they understood & appreciate the value of Customer Service
- An improved working environment across various teams – people started working less in silos and more collaboratively.