

How do we transform the conversation style of our entire phone banking team so that our Customers are delighted in every interaction?

The Client – A multinational bank with presence in over 100 countries. 5 call centres in India with a total of 1000+ employees to be trained on this transformational program.

Target Audience – A dedicated desk of phone banking officers, selected especially to service premium HNI clients of the bank.

Brief

With 5 call centres, multiple products, varied Customer profiles and more than 1000 employees with individual conversation styles – how do you deliver a consistent service experience where Customers feel they are talking to a competent, friendly and professional officer who will resolve all their queries quickly and accurately.

The Need

- Do away with scripted, measured talk offs
- Change the mechanical style of talking to spontaneous & personalized
- Transition from a transactional approach to creating a personal connect
- How to improve listening skills, comprehension and expressing empathy

The Measure – Internal Call Quality Scores on Listening & Customer Connect

What We Did:

Always – Client First

- Interviews with Business Heads, Quality Monitoring team and team leaders
- Call analysis to identify conversation and rapport building opportunities
- Determine what's working well, gaps in listening skills and fear/challenges of moving away from scripts
- Assess understanding of what empathy is, how to express & impact.

The Intervention

- Specially designed program – Talk Like a Banker
- High on activity oriented facilitation for quick application
- Multiple practice opportunities for spontaneous conversations
- Easy to remember techniques & formulae for higher retention among officers
- Key program elements –
 - 7 ways to connect with Customers
 - 3 step process for effective listening
 - 3 step process to respond with Empathy
 - Power of voice

And that's not all

- Training Supervisors & Team Leaders, empowering them to coach their teams
- Collaboration with Call Quality team to align understanding on skills, assessment and how to share feedback for improvement.

The Game Changers

- Skill practice exercises during the program
- Easy to remember techniques

The Results

- 5% increase in Internal Quality scores
- Program successfully transferred to Singapore Centre of the same bank !
- 6% increase in NPS at Singapore Centre (from 22% to 28%)

Link forRead testimonial