



Result Augmentation through Customer Experience

"The Indian Automotive Industry is positioned to become TOP 3 in the world by 2020"



The Indian Automotive Industry is accelerating at an unbelievable pace, and the lines of differentiation in terms of product and features are blurring very quickly. With the vast variety available, the customer is spoiled for choice. Everyone is aiming to respond to a smarter and more discerning customer faster than their competitors. The power, thus, lies with the customer.

What, then, will help maintain that competitive edge and increase your market share? The answer is *"Customer Experience"*.

Presenting **RACE (Results Augmentation through Customer Experience)**: InspireOne's effective, efficient and effortless digital learning solution to create powerful customer experiences in the automotive industry. Every time.

Introducing RACE

RACE is a blended learning solution, created by InspireOne, that combines the principles of traditional learning, our time-tested, result oriented content and our gamified digital learning solution - Master-O.

RACE aims to enable field service forces to handle customers better and create a culture of unmatched customer experience. The ultimate benefit is both - retention as well as expansion of your customer base.

What RACE is all about

RACE is deployed at two levels, together or as standalone offerings.

Team leaders benefit from an exciting blended learning solution including a 1 day **Train The Trainer (TTT)** and gamified learning through Master-O. They will be able to upskill their customer facing team members in creating Power Experiences for them.

Field Force employees enjoy the benefits of learning on the go and create Power Experiences for each of their customers.



For Team Leaders ➔

For Field Force ➔

Before	During	After
Master-O	TTT - 1 Day	Master-O
Master-O for 3 Months		



"More than 50% of organizations will redirect their investments to customer experience innovations."



What is Master-O?

Master-O™ is a mobile learning solution from InspireOne Technologies that makes learning effortless and improves business performance by combining learning content, game design and behavioral science.

Learn, retain and apply a new skill on the job with Master-O's uniquely packaged bite-sized learning content called Microskills®.



RACE Modules

		Learning Objectives	Impact
Service Fundamentals		<ul style="list-style-type: none">To understand the different levels of service to create a memorable experience.To be able to clearly articulate the tangible and intangible aspects of own role with regard to customer.	Learner begins to appreciate the various nuances of customer service and modifies own approach to creating a service experience.
Building Rapport via Body Language, Words and Way		<ul style="list-style-type: none">To understand the impact of building rapport with customers.To learn to ace with customers using body language, words and way.To leave a powerful, positive impression on customers.	Learners are able to work with various kinds of customers and build lasting relationships.
Attitude towards Customer Centricity		<ul style="list-style-type: none">To build a mindset towards providing excellent customer.To make the choice every moment to work for the customer.	Learners are able to display a highly customer oriented mindset and attitude
Listening and Questioning		<ul style="list-style-type: none">To ask the right questions to the customer so they find it easy to communicate and share information.To practice empathetic listening with customers.	Learners will be able to garner more and accurate information and be able to manage customers well.
Complaint Handling		<ul style="list-style-type: none">To put the customer first.To manage a complaining customer to their satisfaction.To leverage the 8 golden rules of complaint handling.	Learners will be able to manage complaints powerfully and turn complaining customers to brand advocates

Benefits

	Power Experiences keep pulling customers to you, accelerating results achievement		A learning solution that targets the 4 Es - Exciting, Engaging, Energizing and Empowering
	Maximum time is spent on producing results and minimum time to learn		A scalable technology solution to encompass all your learning needs
	Accomplish your learning goals on the go - whenever you want, wherever you want and on any platform		Millennial friendly content and delivery platform

Some Clients

			
			Mercedes-Benz

About InspireOne

InspireOne partners with organizations to help manage change scenarios and achieve business results, through contextualized and inspiring interventions around leadership, people development, and building strong sustainable culture.

Our Global Partners		
		