

Leading Indian Telecom Company

Creating A “Branded Customer Service” Experience

Our client, the fifth largest Telecom provider in the world, with a total user base over 180 million across 18 countries, wanted to provide a differentiated customer experience aligned to their brand across all touch points. One of the largest circles of this company in India, set the objective to leverage its market leadership position in the circle by providing a competitive edge.

As a part of its strategic thrust it launched an initiative called “Project Pinnacle”, with an aim to provide peak performance through Customer Centricity through a **differentiated brand aligned customer experience**.



APPROACH

- InspireOne followed the approach of culture change aimed at building Internal capability rather than limiting it to a training initiative
- 3500 people were impacted through the initiative

OUTCOMES

- Created a customised “Living the Brand” program for all Customer Service functions and interface points – internal and external
- Built internal capability for the internal team to embed the desired skills and behaviours through Structured TTT interventions
- Pervasiveness of the Brand – across the outsourced Partners*
- Measurement on quality of experience rather than only quantitative metrics
- Improvement on the top 2 scores for experience related parameters