

## Large Fast Growing Bank, India

# Creation of a customer centric culture



High growth at leading private bank led to a sales culture with limited focus on customer relations. The focus on service and building relations was nearly missing. InspireOne partnered with client to design bottom up approach for service culture. A desired mindset and skills were to be cascaded by role model champions called Service Ambassadors and Service Guardians

### APPROACH

Customized solution created for Service Ambassadors to improve mindset, attitude and skill set for handling customer requests.

- Identification and training of "Service Ambassadors"
- Solution targeting change of mindset, attitude and skills to handle customer requests and complaints based on TMI's Customer Focus™ and A Complaint is a Gift™
- Highly experiential half day workshop that covered activities, group discussion and five real branch case studies that helped test implementation
- Unique three staged case study created
- Use of Action Learning Cards

### OUTCOMES

- Training was cascaded to all 24 circles.
- A strong network of ambassadors created within the bank.
- Great feedback on real customer impact.