

# Leading Telecom Organization Create Uniform And Differentiated Levels Of Service



A leading Telecom organization had enjoyed market leadership for several years but witnessed decreased service levels which were impacting new customer sales and damaging the brand's image. The client wanted to offer a uniform and differentiated levels of service across all its customer touch points in its fixed line business. This included employees in Call Centre, Front Desk, Installation & Fault Repair, Collections and Sales, covering approximately 3,500 employees in three circles.

## APPROACH

- We partnered with the client on the initiative **"Creating Magic, Creating Delight"**
- Identifying service quality parameters for all roles and 360 degree assessment to get a better understanding of the working of the expectations of the company
- 40 Service quality champions were identified for the initiative and they were trained on their role through a 3 day special workshop
- **3500** employees were trained through the initiative

## OUTCOMES

- Achievement of uniform levels of service getting delivered in three circles for the client
- Creation of high energy and enthusiasm around the Reward & Recognition scheme 'Pebbles' led to effective integration of the desired customer centric behaviors
- Institutionalization of behaviors across the Company and becoming a part of the company's language