

Global bank, India

Managing Complaints

Our client, a large global bank in India wanted to ensure they were able managing complaints well to create a happy experience for their customers. They wanted to create a customer friendly culture in their organization in order to build a better brand experience. To this end they wanted all their customer facing staff to be upskilled on doing

SO **APPROACH**

- The Bank partnered with InspireOne to enhance the competencies related to customer centricity and service recovery using its flagship workshop - A Complaint Is A Gift™.
- Top down and strategic initiative
- Approximately 2,000 customer interfacing employees were covered
- Internal communication and R&R mechanisms put in place

OUTCOMES

- 2000 employees trained
- Common language spoken throughout the bank
- Instant recall factors cemented

