

Water Purification, India

Power to Delight Customers

Our client, a giant in the space of water purification, wanted to strengthen their foothold in a market increasingly becoming undifferentiated in terms of product features. They wanted to do this by ensuring they were providing a differentiated delightful experience to their customers. This, then, built up to creating a standardized experience across the globe for customers who were delighted at every touchpoint. They also wanted the technicians and Customer Care Officer to “own the customer” and thereby positively impact CSAT, increase referrals, reduce complaints and escalations



APPROACH

- In depth diagnostics
- Creation of a mascot – PureSTAR, with STAR being the qualities expected in every customer care officer and service technicians
- Robust communication around Power to Delight, including group communication by the Service Delivery Head
- ‘Train the Trainer’ Workshops to seed PureSTAR Power to Delight behaviors across the team
- Creation of standardized manuals for Delightful Service Delivery over the globe
 - Including cultural nuances for specific global locations
- Continuous skill enablement sessions over three years

OUTCOMES

- Engaged employees and third party team
- GM escalations reduced to Zero
- Increased customer referrals
- Improved CSAT