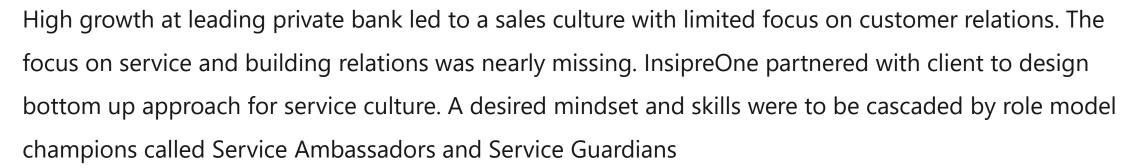
Large Fast Growing Bank, India

Creation of a customer centric culture





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.



