

Case Studies



MULTI NATIONAL BANKING CORPORATION

The client

Our client is a multi national banking corporation offering financial services in 74 countries throughout the world. In India, this corporation has set up its retail operations with staff strength of over 500 people across branches in Mumbai, Delhi, Bangalore, Chennai and Kolkata.

The need

The bank wants to build a strong retail customer base in the country. Service being one of the key differentiators in the financial services market, it was imperative for them to focus on Service Delivery, and achieve the 'one-voice' concept across branches for all customer touch points.

What we did

The corporation has a clearly articulated service vision in the form of its Customer Charter. The Customer Charter was then used as a framework to create a program that would help the staff, including the sales team, branch staff and call centre team deliver on their customer promise.

Definition of customer touch points, the scripts for each standard transaction, grooming guidelines and a complete customer walk-through were created. The service process was clearly defined to enable monitoring & assessments at a later date to ensure all standards were being met.

All customer facing staff at the branch, the outdoor sales force and the call centre were taken through a program customized for their specific need.

How it helped

While full-scale operations are yet to start at the Bank, the training program has helped create a uniform service vision across the organization. There is awareness that the bank is serious about portraying an image that will set it apart from other players in the industry.