

Case Studies



GOVERNMENT OF INDIA

The customer

Our client is the apex government body in India that addresses issues concerning tourism in India. Keeping in line with their initiative to promote India as a tourist destination, they wanted to enhance the experience a first time visitor has in India.

The focus was on the employees posted at the international airports, including Security, Immigration & Customs officials and employees at the Duty Free Shops and the taxi drivers.

The need

First impressions have a lasting impact and when visitors to India arrive at Indian airports, indifferent and unsmiling staff at every touch point buffets them.

The tourism body wanted to change this image and present a tourist friendly face to the first time visitors. In line with their theme of 'Atithi Devo Bhava' the guest is God - there was a need to sensitise staff at the airports on how their behaviour goes a long way in forming an impression of India on the visitors' mind.

What we did

Evolv created Personal Impact programs for five different departments at the airport. The objective of the training was to help participants understand & appreciate their role as an important link in the chain, and how with a change in their attitude towards service, they can bring a smile to the face of the people they interact with.

Participants were sensitised to providing exceptional customer service, aiming at service excellence. It was critical to establish a buy-in of the concepts being taught as most staff had been entrenched in their jobs for a long period of time. Change needed to come from within them. All concepts were taught through activities, games and role-plays and trainers experienced first hand, how they can indeed make a difference.

How it helped

Once the battle of the buy-in was won, the participants responded with enthusiasm coming up with their own action plans on how they could contribute to the tourists' positive experience. Duty free shops also experienced an increase in sales.