

Case Studies



AIRLINE

The client

Our client is one of the largest private airlines in India and part of a multi-crore business conglomerate. In order to strengthen its market position, the airline wanted to use its service level as a key differentiator to create loyal customers. They were competing with their nearest rival primarily on the aspect of service.

The need

There was a need to create a level of service delivery comparable to International standards, uniform across locations. Service Delivery Management was required at all customer touch points ground staff and cabin crew.

What we did

Evolv assessed, trained and monitored every customer contact point from the baggage loaders to the Station Managers at every airport across the country. To assess the level of service, Evolv conducted Mystery Shopping, On-The-Job Monitoring and Customer Surveys. Data was collated and information analysed to arrive at the gaps in service levels.

Standard Operating Procedures (SOPs), scripts and best practices for every major process and scenario at the airport were created, and the entire staff was then trained in those practices. To ensure all employees come up the curve, assessments for pre-training, post training, on-the-job monitoring were created for all the different levels of employees and employee performance was tracked over a period of time.

Best Practice Videos, a program theme song, branded participant workbooks and training folders were created. Over a period of two years, more than 8,000 people were trained, assessed and monitored.

How it helped

The airline recorded an improvement in Customer Service levels by 75% in first 2 months, and also appreciation letters from participants increased 3-fold to 3500 in October, 2002. *

*All information gathered by Quality Control Center of Airline.