'Customer First' blended solution deployed for Global leader in Electronics
Background

A leading powerhouse in electronics globally and with nation-wide sales revenue of Rs.107,665 million and having 21 manufacturing plants and with a team of 12,000 people.

When the CEO met clients, he received positive feedback on the product but negative feedback on client centricity.

Pain Area

After he received the feedback subsequently they conducted a Net Promoter survey which confirmed there was an acute need for a customer first mindset. One more major challenge was to cover big audience of 12000 in short span.

Training Need and Solution

We took up the challenge. A combination of Instructor Led Training (ILT) and e-Learning was the ideal solution to achieve sensitization of employees to customer orientation best practices and building of skills to improve interactions with the customers.

A blended learning journey was adopted to build the 'Customer First' Culture.

In this journey, a classroom training intervention to develop skills was deployed along with an active access to CrossKnowledge's world class digital learning content on 'Customer First' culture.

Given that there was a fairly large audience to cover it was not possible to get all learners into a classroom and disseminate the Customer First Culture. At the same time it was important to build an organization wide awareness for the need for Customer First Culture. The CrossKnowledge platform was an ideal platform to reach a large audience with a uniform message in 6 months.

The e-learning course was consisted of two parts. The first part dealing with 'Why to be customer-oriented?' and the second part dealt with 'How to be customer-oriented?'. On completion of the first part employees attended a two day ILT program to build their customer centric skills. This was then followed by the second e-Learning course to reinforce the learning. The completion of both the courses was mandatory for the learners.

The company has promoted this project aggressively internally and the results of usage and completion have been noteworthy. With this intervention company was able to

- Sensitize on 'customer first' mindset across the organization.
- Deploy & utilize of blended learning journey across the organization for 12000 employees
- Develop learning culture within the organization
- Get positive feedback from customers
About Us

EduRiser is a young, dynamic & fast growing Learning & Development organization.

In a very short period of time we have been able to service more than 205 corporates nationally and internationally.

Our core focus / business is "Competency Development Solutions" which impacts growth and profitability of organizations by enhancing the performance and productivity of their employees at the junior, middle and senior management level.

We do this by delivering these solutions through our three business verticals:

- Instructor-led Training
- Business Simulations
- e-Learning Solutions

Disclaimer

This case study has been published for information purpose only and is not intended to serve as advice of any nature. The information contained in this case study is purely based on the information and specific requirements of the client referred.