

BRAND AMBASSADORSHIP – BEING THE BRAND



INDIA'S LEADING AIRPORT INFRASTRUCTURE CO. MAXIMIZED ITS SERVICE EXCELLENCE BY PUTTING IN FORCE A LEGENDARY SERVICE MODEL THAT RHYMES ORGANIZATIONAL VALUES

To boost the quality of customer experience, organization invested in its service model for Team Managers and Frontline Service team members. Comprehensive interventions based on Appreciative inquiry along with a diligent follow up plan enabled participants to showcase increased proactive assistance, higher positive body language, and increased practice of values such as humility and deliver the promise, in addition to improved Guest Relations.

NEED -Maximizing the service excellence by creating a legendary service model through alignment of Team Managers and Frontline Service team members

To offer best in class customer service, major emphasis on developing a well-fitting service model was laid that speaks of its organizational values in every possible way. Such service excellence was a must to be displayed by the concerned stakeholders.

KEY OUTCOMES

Team managers and Frontline Service team members demonstrate the organizational values in their daily actions

Participants deliver world-class positive customer experience by practicing values and tackling mindset-related challenges

NUMBER & PROFILE OF PARTICIPANTS – 90, All Levels

SOLUTION

A plan inclusive of comprehensive interventions, spreading across 32 hours in 4 months and followed by a rigorous action plan

With the need in mind, appreciative inquiry based intervention was designed to address mindset and key behaviors of participants. The comprehensive intervention plan included 1 Primary Workshop to set the context of 'walking the brand' of the organization and to lay foundation to practice organizational values in everyday actions. This was followed by 6 Contact Sessions to strengthen the core of building world class positive customer experiences. Lastly, the value of practice and reflection was realized through a 4 weeks' comprehensive action plan designed to translate and inculcate learning into action.

OUTCOME-

Increased proactive assistance by 25% in Service Excellence

Terminal Ops - Shift increased by 5.60%/Guest Relations. Shift increased by 1.40%

Demonstration of Positive Body Language increased by 29%

Pro-activeness while catering to guests' needs increased by 25%

Practicing Humility & Deliver the Promise values increased by 24%

PERSONIFY THE BRAND

The Comprehensive Intervention consisted of –

- 'Context Setting'
- 'Contact Sessions'
- 'Action Plans'
- 'Appreciative Inquiry'
- 'Rigorous Practice & Reflection'