


<p>Osborne Lippert India Pvt Ltd</p> <p>Aurangabad</p>	
<p>Case Synopsis</p> <p>Since Osborne’s inception in 1887, it has been a global leader in surface treatment and finishing solutions. Engineering expertise and manufacturing skills are what set the Osborn brand apart. Post entering into a JV with Lippert the norms for Customer Satisfaction Index had to be relooked into. The company approached SC IPL to audit their sales and marketing team and mentor them towards the redefined values of Customer Satisfaction.</p>	
<p>Key Deliverables</p> <ol style="list-style-type: none">1. TAT’s were defined.2. Internal Customer Satisfaction was taken on priority3. SMART goals were set for External Customer Satisfaction4. The concept of Lifetime Value of Customer was introduced	
<p>Footprint</p>	<p>Aurangabad</p>