

Tata Teleservices Maharashtra Ltd

Pune



Case Synopsis

Tata Teleservices Maharashtra Ltd (TTML) had challenges of creating a differentiator in the market in terms of superior customer service and therefore an enriched customer experience spread across various teams of Mobility, PTB, Key Accounts and BRI Solutions. The objective of L&D intervention was to minimise Churn and maximise ARPU.

Key Deliverables

1. Active Listening
2. The 5S™ Circle of problem solving
3. Customer Relationship Management
4. Handling irate customers

Post Training Tracking

1. SR (Score Request) rose came down drastically by 39% in ROM.
2. The SR fulfilment went up by 63% in ROM

Footprint

The good results were followed up by similar L&D Intervention by Tata Teleservices Ltd in Orissa circle, Rest of West Bengal Circle (Duragpur), Gujarat Circle (Ahmedabad) and Kerala Circle (Cochin).

In ROM (Rest of Maharashtra) the program was implemented in Pune, Goa, Nagpur, Kolhapur, Sangli, Aurangabad, Amravati, Jalgaon and Nashik.