

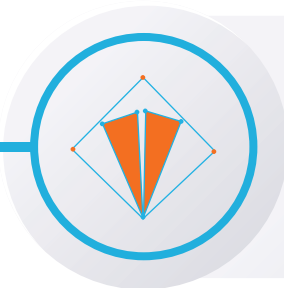
Facilitated adoption of “Customer Experience Management” philosophy in a leading private insurance company

The Client



One of India's leading private insurance companies. It is a joint venture between India's leading housing finance institution, and a Group Company of the Standard Life PLC, UK.

Naman designed desired state of each role based on the best practices to adopt “Customer Experience Management” philosophy



The Need

The company felt the need to move from a transaction focused organization to a customer centric one. They quickly needed to adopt the “Customer Experience Management” philosophy.



The Approach

Phase I – Identifying desired state for each role: This phase consisted doing a complete background study of the business and the organizational structure. The senior management was interviewed on possible best practices. Also, based on job descriptions and critical incidents, Behavior Event Interviews were conducted.
Phase II – As-is State Assessment: Quantitative and qualitative approaches were adopted for the assessment of capabilities for unique roles and identify deviations.



The Outcome

Based on 6 top performance enablers, competency-specific behaviors were identified for all roles.
Department-specific competencies and differentiating behavior for improved customer service were listed and clearly defined.
Developmental needs were identified in terms of knowledge, skill and behaviors.

