

CAPABILITY BUILDING L.E.A.D.



About the Brand, Objective & Problem Statement

- A large Top tier Private Bank was facing customer dissonance; complaints were piling up and this had invited regulatory scrutiny.

- The Customer Service Leadership of the Bank had sent out tough messages to its partners who handled their customer interactions via voice, email, webchat, to strengthen Customer Experience, boost NPS and improve collaboration within.

Challenges

Their top partner with over 20 sites in India, reached out to Vasutti to devise a targeted Training / Learning & Development intervention for their Middle Managers / Team Leaders who oversaw large teams and day to day operations for about 2000 personnel across regions, for the Private Bank.

Problem Statement

- Their supervisory cadre was largely homegrown and had no skills to handle large teams and drive operations, resulting in a tense, high pressure work environment, low Collaboration & Teamwork and spiralling Attrition.
- They also lacked knowhow on Problem solving and Analytical skills, leading to poor diagnostics on Escalations, Repeat Issues & Customer Complaints - translating into Low NPS and Sub-Par Customer Experience.

Solution From Vasutti

- Vasutti spent over 3 days engaging with cross-sections of the Partner's workforce at its site to carry out in-depth structured diagnostics and make an independent assessment.
 - The Vasutti Practitioners carried out a bottom-up study, met directly with customer facing associates, support teams, supervisors and the leadership team.
 - This was followed by a candid interaction with the Bank's Customer Service Leadership team to gather their views and inputs.
 - Concerns centred around – low workforce morale, rapid growth for the homegrown teams creating stress for the newly minted supervisors, no

tailored training interventions, a can-do jugaad culture which ironically led to analytical skills being deprioritized and high frontline attrition.

- Vasutti devised a distinct Leadership program - Leadership Enrichment and Accelerated Development L.E.A.D. - aimed at –
 - **Behavioural & Leadership Competencies and**
 - **Analytical & Problem-Solving Skills**
- The program was a curated, one-of-its-kind intervention spanning 3-5 days across different phases that drew from different domains and industries.
- Replete with case studies, role plays, practice sessions, videos, self-assessments, quizzes & assessments – L.E.A.D. was an experiential learning program that gave the participants a new perspective and the vital exposure to step up.
- L.E.A.D. entailed 1-1 Coaching for all participants to develop customized plans
- About 30 Managers/Sr. Managers and 200 Team Leads/Trainers/Quality Analysts underwent this program across batches.

Results (tangible results with numbers)

- Participant feedback was very positive and an overall score of 3.8/4.0.
- Participants in follow-up sessions found the program – interactive & timely, relevant, provided exposure to new techniques and way of work, and helped in transition to WFH.
- Program feedback cited the following as most relevant –
 - Case Studies & Collective Solutioning
 - Examples from different industries and processes
 - Format & Discussions
 - Facilitator knowledge and enthusiasm



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Let's Collaborate!

Choosing Vasutti means partnering with a team dedicated to your success and equipped to deliver real, sustainable transformation.

INFO@VASUTTI.IN

+91 9972014397