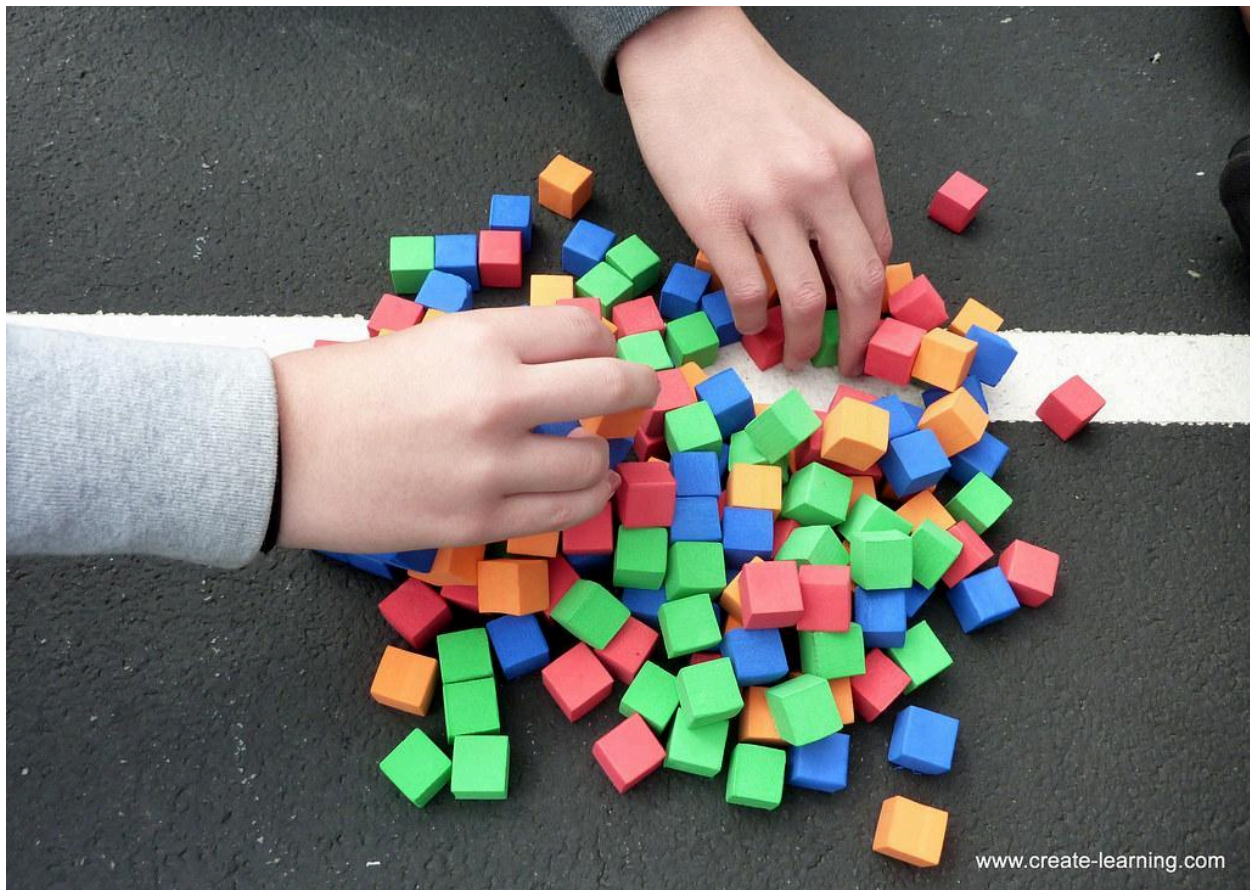


CAPABILITY BUILDING PRECISE



About the Brand, Objective & Problem Statement

- A reputed mid-sized, rapidly growing real estate company headquartered in Western India and part of a large, diversified conglomerate had a team of Relationship Managers (RMs) to interface with residential customers i.e. customers who purchased residential apartments.

- The leadership of the company, on taking stock, found that there were recurrent communication gaps between customers & RMs, leading to escalations & angry emails, eventually translating to poor customer experience.

Challenges

- Residential Customers bought high-end flats from the developer. As is the case with any expensive investment, they expected regular updates from their RMs on the construction status. Surprises were an absolute No-No!
- The RM community of the organization was expected to regularly communicate with the Customers and keep them updated of apartment completion progress based on key milestones and also on a need-to basis.
- This communication was both verbal & written. While some written communication had templates, others did not and called for the RMs to compose emails in a comprehensive & customer-centric manner.

Problem Statement

- The RM community of about 25 had no exposure to formal written communication. They had not been assessed for this during hiring nor were they provided any knowhow on the same.
- Their emails to customers were adhoc, composed on the spur of the moment and lacked gravitas. Vital updates to customers were composed in a slapdash, hurried manner belying the import of the communication.

Solution From Vasutti

- Vasutti at the outset sought about 75 such emails, to carry out in-depth diagnostics and make an independent assessment.

- A structured checklist was prepared to gauge the written communication on various aspects.
- A detailed online interaction with the RMs was done to gather context about their work environment, daily routine, customer interface, escalations, triggers.
- Concerns centred around – lack of training on written communication, inhibitions on RM part to write, limited templates, inability to understand customer’s needs, procrastination in sharing any news on delays/changes which may upset customers, no planning in place.
- Interestingly process gaps also came to the fore which led to delays in written communication, which the RM community were oblivious to.
- Vasutti devised a distinct Leadership program – **PRECISE** - aimed at –
 - Help Team develop a proactive understanding of customer requirements and act proactively
 - Relationship building with customers for better experience
 - Simple & clear communication to foster higher consumer trust
 - Arriving at win-win outcomes
 - The program was a customized one spanning over 40 hours drawing upon real life scenarios, case studies, audit checklists for business communication, exercises and discussions.
 - A follow-up session was also done a month later to gauge the impact of the program and discern changes in quality of business communications by RMs.
- About 25 Relationship Managers 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 & empathetic, practical & hands-on, tuned to the needs of their organization & industry**.
- Program feedback cited the following as most relevant –
- Building written templates
- Case Studies & Collective Solutioning
- Avoiding procrastination and being proactive

- Discussions on common errors in written English and how to avoid those
- Participants rated this as one of the best programs they had been through.



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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.

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