

Case Study: Customer Experience Discovery & Improvisation program

Client: Tata Sons'

Challenges : To Gauge Consistent delivery of “TATA Building India” (TBI) program ascertain the efficiency and effectiveness of the Program. The concern area was Experience getting delivered at the event and further, it was not to the mark of TATA sons Brand Image & culture (since event management companies where representing TATA brand)

Background : The Program consisted of delivery of TBI video in a school and encouraged students to participate in a National level Essay Competition that reached out to over 5000+ schools across India in 7 languages.

TATA sons has outsources activity to Event Management Agencies to Organize event at each of the schools.

TATA Sons brand of companies trusted BRAND Capita as the Customer Experience Management Partners for this Program.

Solution : **DISCOVERY**
One to one telephonic interaction with school principal of 5000+ schools, understand concern areas in this complete journey, also understand view of TATA Sons Executives & event Management company for organizing such an event at national level

Salient features in reports:

- Customer effort score
- Customer journey
- Negative & positive experience

Post research, in order to make the program more efficient and effective the suggested Customer Experience Measures were;

- Use of right media
- Clear touch points for school for any of further queries
- Improvisation of behavioral pattern
- Quick loop feedback system
- Design analytical tool to measure effectiveness of TBI initiative

Benefits : The results for the program help TATA sons to ensure effective implementation of the program with measurable outcome and in subsequent years the coverage scales of school and languages increased manifold.