



# ACHIEVING EXCELLENCE THROUGH CUSTOMER SATISFACTION



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Telephone technology has reached the mass market. Today, close to two billion of the world's population own a phone. It is now a major contributor to the economies of the world and to the lifestyles of the people who use them.

Nepal Telecom's customer base in all regions of country continues to grow annually and we now serve around 2 million customers – in businesses, the emergency services, homes, cities, towns and villages. Especially, Mobile services have changed the way we communicate. We keep people in touch with each other like never before. But that places a big responsibility on us as a telephone operator - to provide customers with a service they can genuinely trust.

We have to concentrate on our responsibility to our customers through a culture we call '**customer centricity**'. This means that we put our customers first and we try to understand their needs and opinions and to respond to them. We also know that in today's world the purchasing capacity of a consumer has grown and he is the king in a consumer market which is full of highly of competitive products and services. So what makes the consumer decide in favour of a particular product / service through or why does a particular product / service enjoy greater demand in the market. The answer is Customer Satisfaction. Thus, we can achieve excellence through customer satisfaction.

There are few steps to know through which we can identify and by following these, excellence can be achieved. The watch words are:

1. **Identify Customers: Internal & External**
2. **Organize Customer Service**
3. **Loyal for Life**
4. **Serving You First**

## IDENTIFYING OUR CUSTOMERS

Through a process of '**segmentation**', we have identified various types of customer – from people who use their telephones for fun, music and interactivity, to people who want simple voice and SMS (short message service) facilities, or businesses who need networked services and email to enable their people to make decisions on the move.

We constantly invest to improve our network and to offer a wide range of developing and state-of-the-art voice and data services.

At the same time we have enlarged our customer service teams, offering long-term employment and expert training and development for our people. Group-wide we aim to inform and research the quality of our people's customer knowledge and understanding. We follow a policy of transparent pricing and offer a range of packages to suit all types of customer, wherever they are, whatever they do.

There are two types of customers, **internal and external**. We are strengthening our internal customers to provide better external customer service for their satisfaction.

Nepal Telecom is no more in monopolistic market, hence to survive in a cut throat competitive market it is necessary to overcome the following challenges:

- Motivation at all Level Management Group for Corporate Mission, Vision & Goal
- All top level Management should speak the same language.
- Re-engineering of whole Nepal Telecom.
- Provisioning all services on customer's DEMAND.
- Outsourcing services which can be cost effective and are also available in Market.



As, our business is to survive, we are expending the time, energy, and money to ensure that our employees are proficient at their jobs and that they are providing the type of customer service that will set our company apart from our competitors. Nepal Telecom's employees are trained as we know that "**A good training program not only increases productivity, it increases customers' loyalty and saves our cost of advertising to attract new customers**".

**ACHIEVING EXCELLENCE THROUGH CUSTOMER SERVICE**

A customer service strategy is imperative in today's competitive marketplace. The importance of service is recognized and addressed by everyone within our organization. Becoming a service driver organization requires a commitment by top management, proper training for each and every employee, and an empowered work force with customer friendly systems and procedures. The following is a synopsis listing the major activities covered *Achieving Excellence Through Customer Service*.

- Customer Service: A Strategic Weapon
- The Power of a Highly Motivated Workforce
- The Service Strategy
- E-Service Competition
- Steps to Becoming Customer Service Driven
- Customer Service Role Models
- Don't Hire Employees Who Hate Customers
- Empowerment
- Dissatisfied Customers -- The Real Cost
- Motivate and Train Employees
- Measuring Customer Satisfaction
- e-Commerce: How to Survive and Grow
- The Leadership Challenge: How to Keep Customer Service Quality on Track
- Benchmarking Customer Satisfaction - How Do You Stack Up Against our Competitors?
- Advanced Techniques for Building Customer Satisfaction
- Cutting Costs to Survive
- Creating a Dedicated Workforce
- Fostering an Empowered Workforce
- Service Recovery

**LOYAL FOR LIFE**

Every organization makes mistakes, blows it or has customer misunderstandings. Service recovery can turn angry customers into customers who will be **Loyal for Life**, all in just 60 seconds or less. Empowerment is the backbone of the service recovery principle. Loyal for Life is based on acting quickly and decisively, being empowered and creating a customer who is Loyal for Life. We learn how to take an unhappy customer from hell to heaven in 60 seconds or less.

By learning what it takes to totally satisfy customers, we gain information to exceed their expectations. And that's how to earn their loyalty so they take our services and tell others of our superior service. We should know that "Customers may be happy if we give them what they expect, but if we do more than that and they'll really be delighted". Exceeding expectations can be as simple as smiling and thanking a customer sincerely. For this we must learn:

- **Connect past and present:** Customer appreciate employees who recognize and remember them, "Great to see you again soon" or "I enjoyed chatting with you when you were here last week" make customers feel important.
- **Get smarter:** Customers with questions want answer, pronto.
- **Speak positively about customers – even when they're not around:** Never say a negative word about your customers.
- **Gauge customer behavior:** We can tell when we've exceeded customer's expectations.

**SERVICE FIRST**

Energizing our entire workforce with a seminar built around the power of customer service, empowerment, building employees' self-worth, self-concept and self-esteem.

A combination of audio/video vignettes are used to dramatize the message with real world examples of good and poor service.

We have started building a service culture from our front-line employees to top management. The seminar are anywhere from one hour to one day or more, all customized for our need on following topics.

- Customer Service - A Strategy
- Global Service Role Models



- Cashing In: Make More Money, Get a Promotion, Love Your Job
- Steps to Become Customer Service Driven
- Someone is Going to Get Promoted
- Empowerment
- Handling Complaints & Irate Customers
- Service Recovery

The Nepal Telecom Board is committed to environmental best practice and sustainability and we have developed a rigorous policy to reflect this for customer satisfaction. We want to consistently improve our performance to protect and sustain the environment and to minimize any negative effect we may have as a business.

Our services being our specialties, looks after its customers in countries through our service centers and well trained employees. Most recently, Nepal Telecom has expanded with its new state-of-the-art Customer care centers.

Our customer care program includes a comprehensive service facility for our services i.e. mobile PSTN, CDMA, Internet, Voicemails and other value aided services. Employing highly skilled and dedicated staff and state-of-the-art service management equipment to track repairs are key components in our customer care program.

To guarantee excellence and continuously improve our customer care, Nepal Telecom maintains a solid training program at Telecom Training Centre to keep customer care professionals up to date on the latest telephone technologies and customer service practices.

Our operation & maintenance areas are well equipped with the latest repair tools & equipment recommended by top telephone manufacturers. Replacement parts are ordered directly from the manufacturers and repairs go through a strict quality control test before it is returned to the customer.

Our customers experiencing some difficulties with telephone are visiting one of our Customer care centers in all our offices. We are confident that our reliable staff

will be able to address customers' problem and resolve any issue they may have with regards to their telephone device/services.

We are in process of changing **our behaviors and attitudes** and then **learning the skills and art of service** through powerful customer service training programs (such as "**The 7 Habits of Highly Effective People**") accomplished at various training institutes.

Everything at Nepal Telecom has the customer's interests at the core, with customer service and value added se "**Customer Service**" as **service strategist** is used to build passion and sell the service strategy to top executives and leadership team to improve the **ability to customize** our customer service programs for our organization.

We believe our Customer Path – a strategy that puts the customer at the heart of everything we do – is proving itself. Our efforts are to make our services as best telecom operator in the country and sub continent in future.

To reach high standards of customer care, we will conduct focus groups, test market our products, research our customers' needs and listen to what this tells us through various methods.

Our targets for customer service and satisfaction are ambitious and we should monitor performance regularly. Customer satisfaction is one of the measures used to assess the remuneration of our Managers, Executives, Directors and we should employ a dedicated customer services director as well.

Our customers are at the heart of our business and we listen and respond to their concerns. Acting responsibly is an intrinsic part of what we do and it makes good business sense. It is very important to know how we are focusing on our customers; managing our social, environmental and ethical effects with a careful and transparent approach; how we are contributing to society, its wealth and wellbeing in a proactive way.

We want to be successful, but we also want to make a difference. This shot will show us the path of successfully achieving excellence through customer satisfaction.

