

# Improved customer satisfaction and efficiencies by enabling a performance oriented culture

## BUSINESS CASE

### Customer Trends:

- Increased customer complaints due to service defects have resulted in a lower brand reputation in the market
- In order to meet the growing market needs, improving customer satisfaction and driving efficiencies was key
- A bottom-up strategy to build ownership within employees was crucial to ensure sustainability of outcomes

## CHALLENGE

### What is the Challenge

- Inability to effectively meet customer requirements on-time
- Employee motivation and satisfaction dropped by 45%
- No defined mechanism to track and measure performance of teams and individuals
- No defined mechanism for appraisal of individuals

### Where is the Challenge

- Across all the teams

## IMPACT

### What is the impact

- Risk of loss of business due to lower customer satisfaction
- Customer satisfaction at an all time low of 2.6/5
- Low motivation among employees leading to higher attrition

## TARGET

### What is the Target

- Build ownership within employees to improve efficiencies across all processes by 10%
- Improve customer satisfaction to 3.75/5
- Improve employee satisfaction by 50%
- Attrition to be reduced to less than 15%

## OUTCOMES

### Improved Profits

- Building ownership and driving efficiencies led to:
  - 26% reduction in NVA steps across processes
  - 29% reduction in TAT across processes
  - Increased Customer Satisfaction score of 4.3/5 in 90% of processes

### Employee Engagement and Satisfaction

- Teams were coached and empowered to achieve their targets, leading to higher incentives and employee satisfaction
- Attrition rate was brought down to 11%
- Appraisal systems put in to scientifically track performance
- Higher belief among people to take ownership and drive efficiencies

Delivered using:

**KINDUZ Intellectual Property:** QADES | AEIOU | GeNeX | KINDUZ Proactive Excellence Methodology

**KINDUZ Services:** Continual Improvement | Culture Transformation |

