

Consulting | Mentoring | Coaching | Audits | Rural Innovation and Entrepreneurship | Digital Solutions | Off-Shore Operations

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**01**

**About Focus**

A circular icon with a blue border and a light gray gradient background, containing the number 02 in a bold, dark gray font.

**02**

**Scope**

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**03**

**Focus Journey with  
Clients Globally**

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**04**

**Countries in Plan**



13 years since inception



Sustainable process and result delivered



Niche workforce of 98+



Delivered 180+ projects and approved OEM vendor globally

***Business Advisors, Assessors, Mentors, Trainers, Implementation Facilitators and Designers***



People and business transformation architect



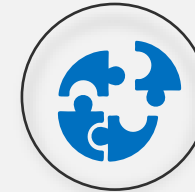
Performance improvement



By empowering people



By enhancing processes



Implementation of enablers  
*Learning, consulting, technology and digital solutions*



## Consulting

Consulting Services to Top Brands on Productivity, Profitability, Leadership excellences & Operational Excellences



## Training

Training sessions for Service & Manufacturing Sectors on top rated Topics through out Globe



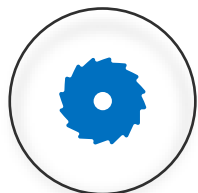
## Product Innovation

New Product Development based on market requirements and New Technologies integration with aftersales coaching



## Coaching

Coaching to Service Sectors of both premium non Premium Brands in India & Middle East



## Manufacturing

New Schemes & Technologies to aid OEMs, Various developmental projects



## Hr

Providing Manpower to rated OEMs of manufacturing and Service sector
























## Digitalization

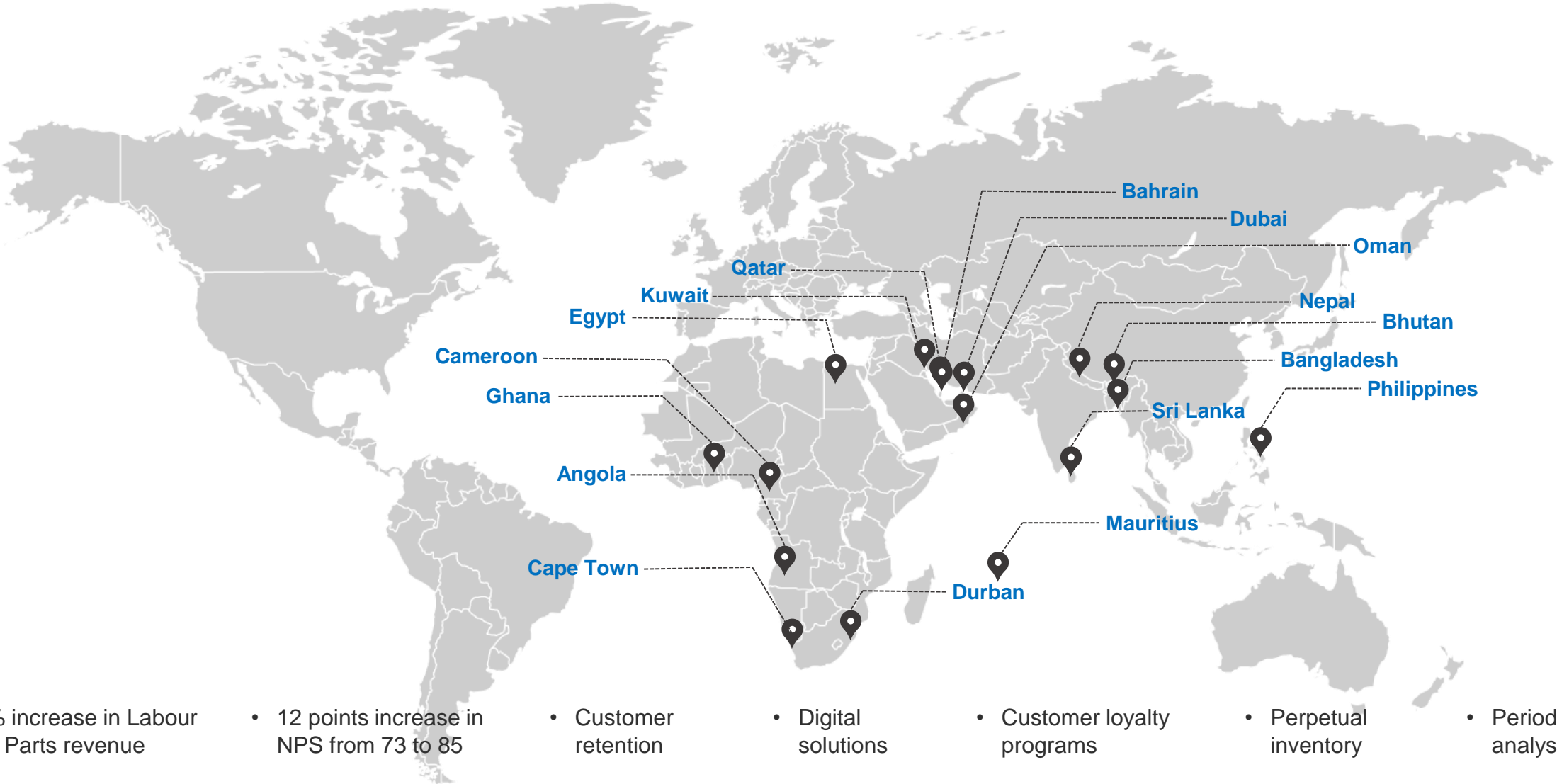
Personalized Smart Video



3 Markets | 98+ Manpower | 13 Years in operation Delivered more than 180+ projects in last 10+ years

	 <div>Otis</div> <div>A United Technologies Company</div>		 <div>Quality Council of India</div> <div>QCI Creating an Ecosystem for Quality</div>	 <div>ASHOK LEYLAND</div>	 <div>GREAVES</div> <div>SINCE 1859</div> <div>Greaves Cotton Limited</div>
 <div>MSME</div> <div>MICRO, SMALL &amp; MEDIUM ENTERPRISES</div> <div>सूक्ष्म, लघु एवं मध्यम उद्यम</div> <div>OUR STRENGTH • हमारी शक्ति</div> <div>Ministry of MSME, Govt. of India</div>					
	 <div>Lamborghini</div>		 <div>Mercedes-Benz</div>		
 <div>HYUNDAI</div>	 <div>Volkswagen</div>	 <div>BMW Group Middle East 8 markets _____</div> <div>Abu Dhabi   Oman   Qatar   Lebanon   Bahrain   Kuwait   Jordan   Saudi Arabia</div>			

**Case Study 1: Implemented Service and Parts Process across 19 Countries in Middle East, South Asia and Africa**



- 17% increase in Labour and Parts revenue
- 12 points increase in NPS from 73 to 85
- Customer retention
- Digital solutions
- Customer loyalty programs
- Perpetual inventory
- Periodic parts analysis

## Retail Solutions: *People, process improvements, profitability carried out through focus approach by adapting digital technology*



Service Advisor Development

- Implementation of core service process
- Increase dealer profitability through mission based improvements



Workshop Efficiency



Customer Satisfaction Improvement

- Mystery shopping and best practices development
- Implementation of digital solutions



Profitability



Parts Process

- Parts stock reduced from 160 MINR to 72 MINR
- Implementation of new upselling tool



Parts Audit



Parts Liquidation


- Virtual audit system
- Parts upselling through CITNOW technology ( Personalised Video Communication system )





Coaching Of Parts Systems



# Our Engagement Snapshot

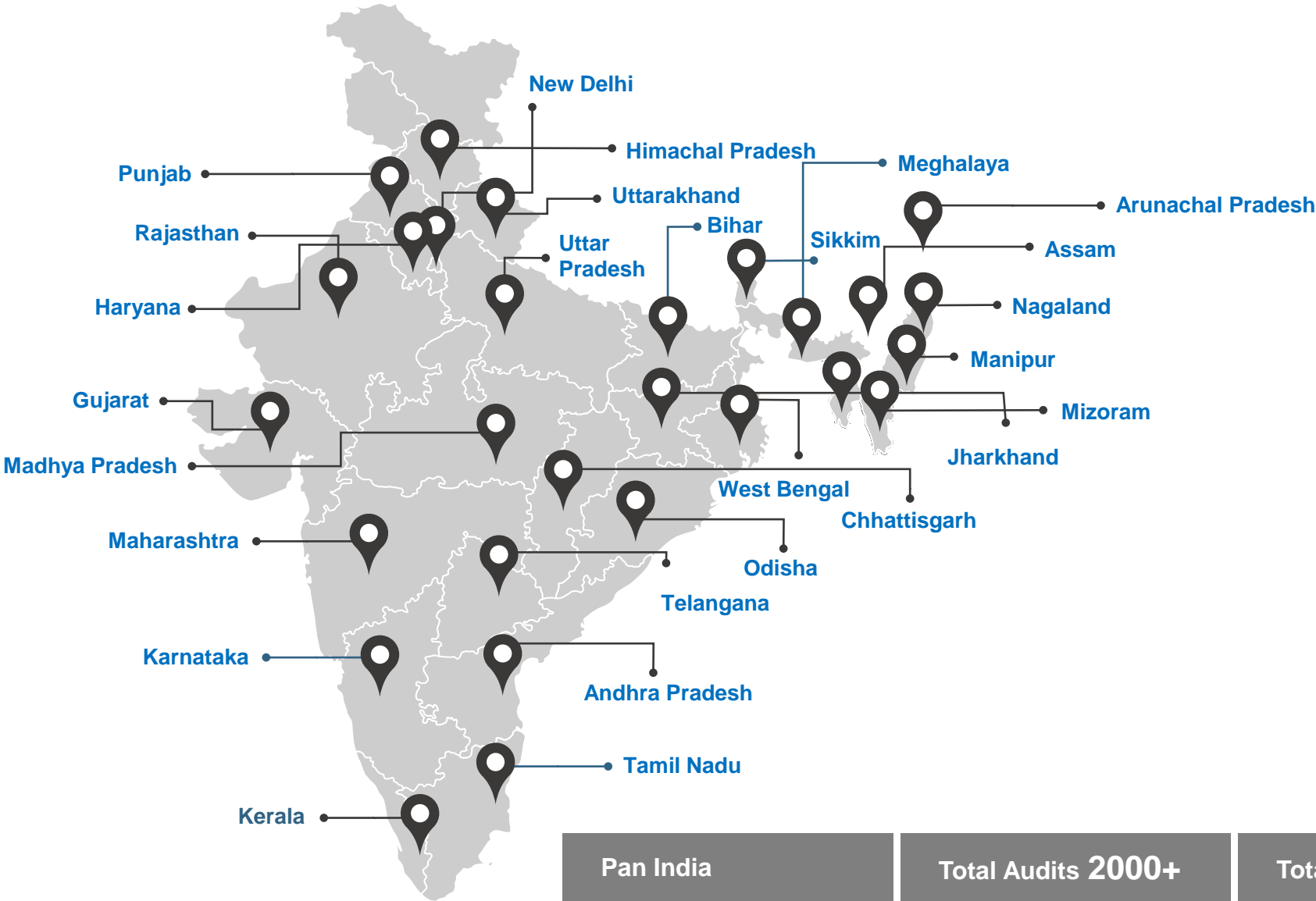
	Impact on Brand Awareness	70 points increase in CSI	VAS Revenue increased	20% incremental revenue in parts
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	Accessories revenue increased from INR 50K to INR 0.9 Mn	17% of lost customer retained	12% workshop efficiency improved	Revenue increase from INR 80 Mn to 130 Mn
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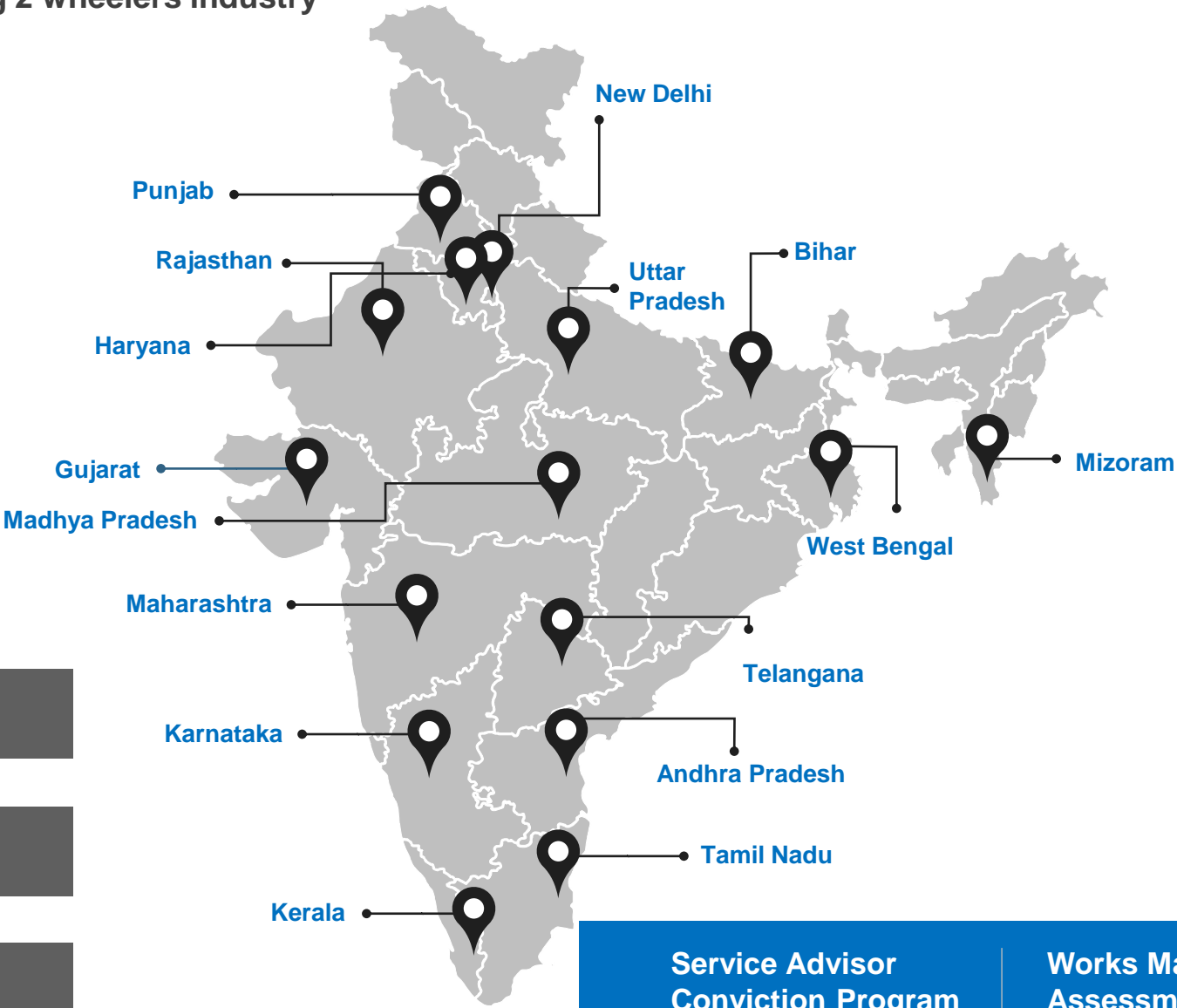
	CSI Improvement of 171 points	Improved customer delight	Deming Award Winner	
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## Auditing program for leading 2 wheelers industry



CSI program for leading 2 wheelers industry



5 PGM Co-ordinators

160 Dealerships

Average CSI at 9

16 States

25 CSI Coaches enrolled

10+ Customer Complaints  
Co-ordinators

Service Advisor  
Conviction Program

Works Manager  
Assessment And Audit

Works Manager  
Training Program

# Our Training Engagement



**300+** topics



**50+** topics on softwares



More than **900+** vendors



**150+** topics on manufacturing and quality technologies



**OEMs**

**7 OEMs**



More than **50k** trained



**90+** topics on behavioural and soft skills



**4** largest manufacturing industries training partner



**200+** Certified training topics

A Project with Quality Council of India (QCI) & States Ministry of Micro, Small, Medium Scale Enterprises (MSME)

Total Number of Vendors **33**

Period for Implementation **18 Months**

91%

**GCCE 3**

**10 Vendors**

Cluster vendors from Ranipet, Vellore, Chennai Tamil Nadu. Major Improvement on Productivity, Machine Maintenance, controlling COPQ, Quality & Layout Modification

90%

**GCCE 4**

**10 Vendors**

Cluster vendors from Vellore, Chennai Tamil Nadu. Major Improvement on Productivity, Machine Maintenance, SMED, controlling COPQ, Quality & Layout Modification

89%

**GCCE 6**

**6 Vendors**

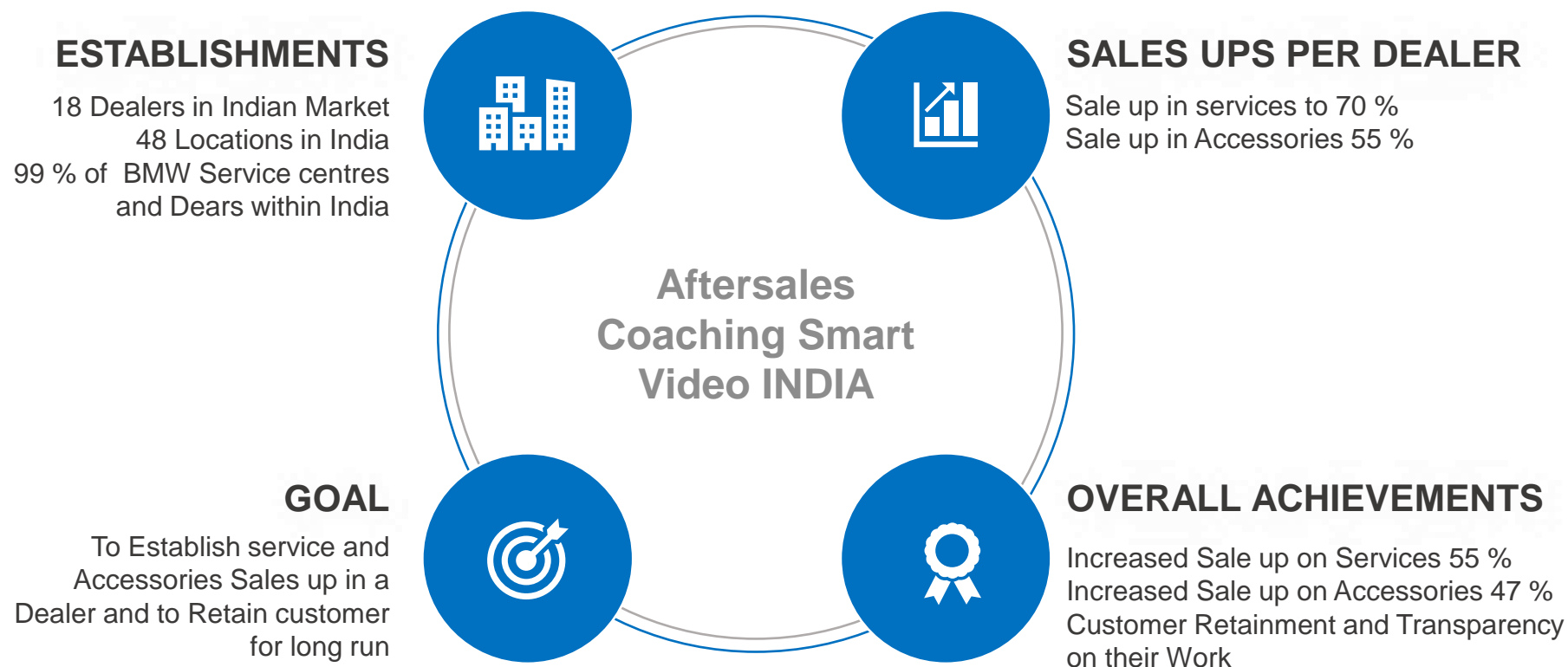
Cluster vendors from Pune Maharashtra. Major Improvement on Productivity, Machine Maintenance, controlling COPQ, Quality & Layout Modification

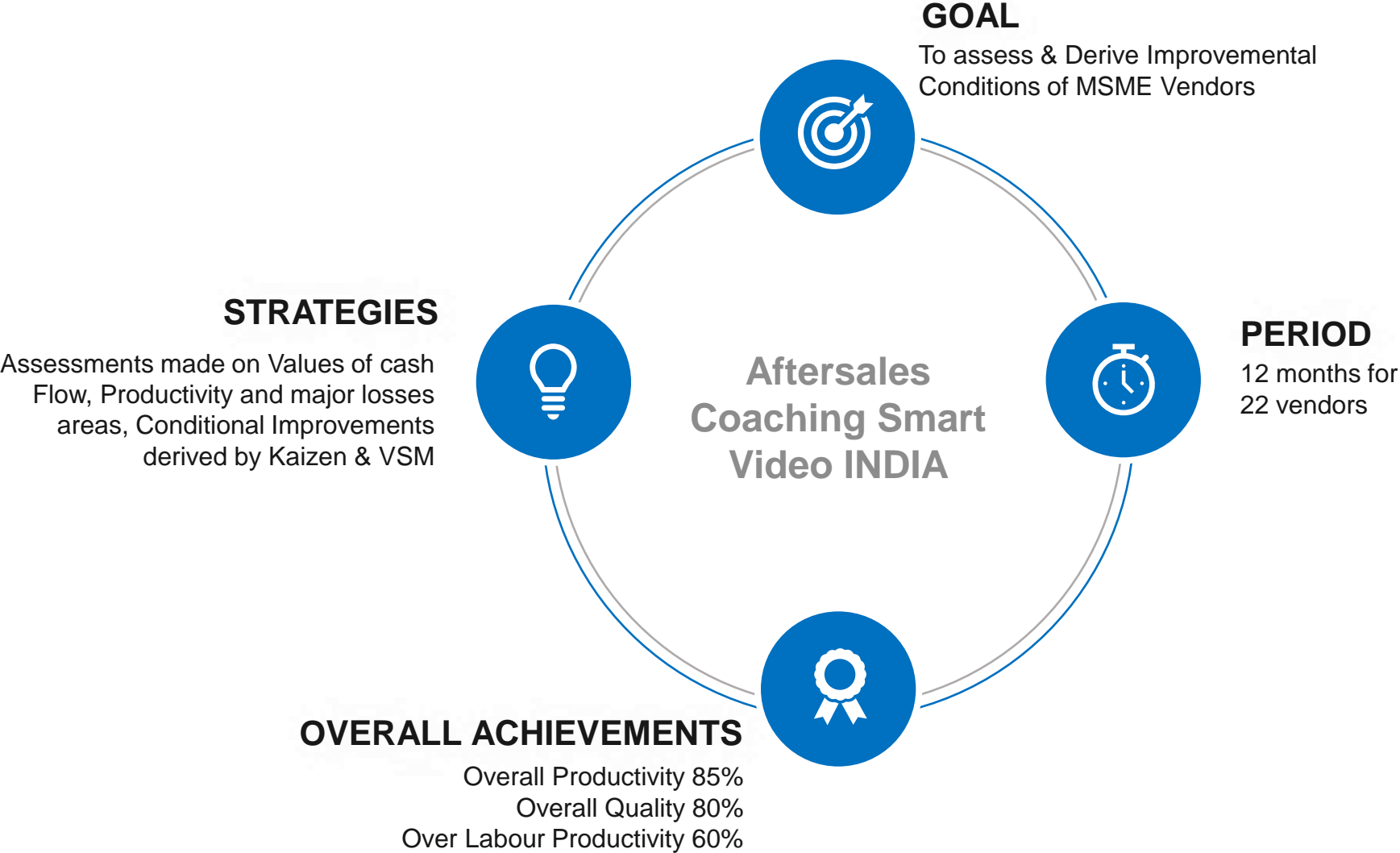
91%

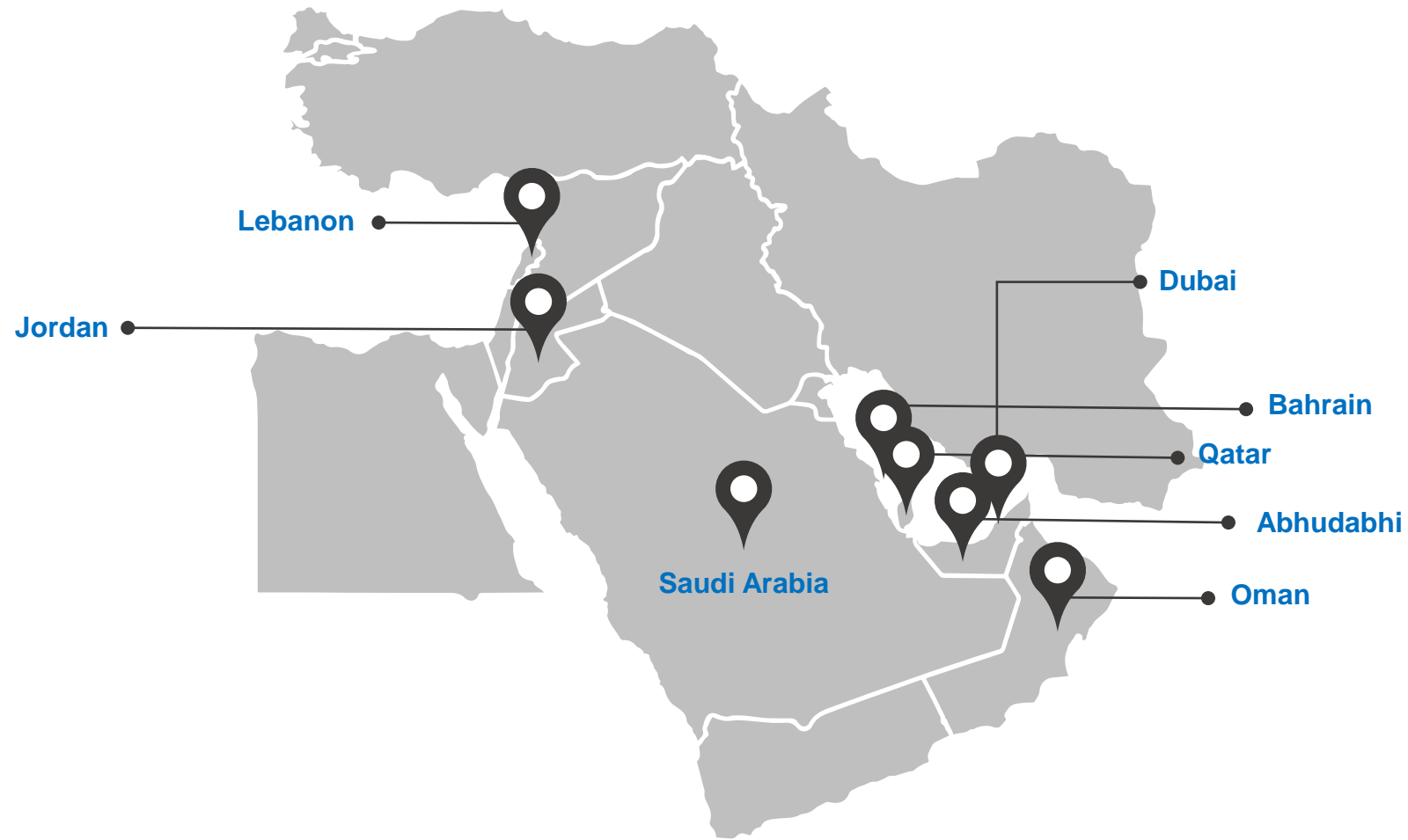
**GCCE 10**

**7 Vendors**

Cluster vendors from Chennai Tamil Nadu. Major Improvement on Productivity, Machine Maintenance, controlling COPQ, Quality & Single Piece Flow







8 cities • 4 luxury brands • 12+ LT projects • 18 dealer subscriptions





## Hire the Right People

- Defining the ideal candidate
- Create an assessment plan
- Build a robust attraction strategy



## Take Agent Feedback

- How do customers prefer to engage with your brand?
- What are the most common customer questions and grievances?
- How does the customer feel when calling for a specific issue?
- What makes a customer request a call escalation?



## Prioritize Customer Requirements

- Send short questionnaires and surveys through various digital channels like email, mobile apps, etc.
- Ask targeted questions to gain more in-depth information on a live call.
- Keep track of feedback on social media.
- Monitor customer experience performance indicators like CSAT (customer satisfaction)



## Monitor Metrics and KPIs

- Customer experience metrics
- Operational Efficiency Metrics
- Agent Performance Metrics



## Empower Your Agents

- Develop a thorough training program and update it regularly for continuous process improvement.
- Develop a knowledge base that agents can refer to at any time.
- Create call scripts that agents can use during interactions.
- Avoid micromanaging your agents and encourage a culture of accountability.



## Invest in Technology

- Monitor and analyze call quality with call monitoring software.
- Measure agent performance and operational efficiency with dedicated call center software.
- Streamline call management using advanced routing technology like IVR (Interactive Voice Response) and ACD (Automatic Call Distributor).
- Boost agent training process through cutting-edge learning tools.
- Create a unified workflow that integrates customer data from CRM (Customer relationship management) with all your communication channels.
- Empower customers through self-service channels like chatbots for common inquiries.
- Boost agent productivity through performance management tools





**50 Employees**



**1 Manager**



**3 TL**



## **Call Center Manager**

- Set standards and protocols for call center employees to meet customer expectations



## **Call Center Agent**

- Frontman that receives a customer call to resolve a customer issue.
- They represent the business and receive guidance from the call center operations manager or supervisor.



## **Call Center Supervisor**

- Call center supervisor trains, monitors, and assists call center agents with customer interactions ensuring that the manager's customer service strategies are implemented.

# Contact Details



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**THANK YOU**

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