

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



About Focus



Scope



**Focus Journey with
Clients Globally**



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



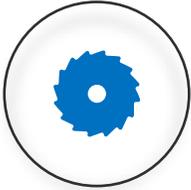
Product Innovation

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

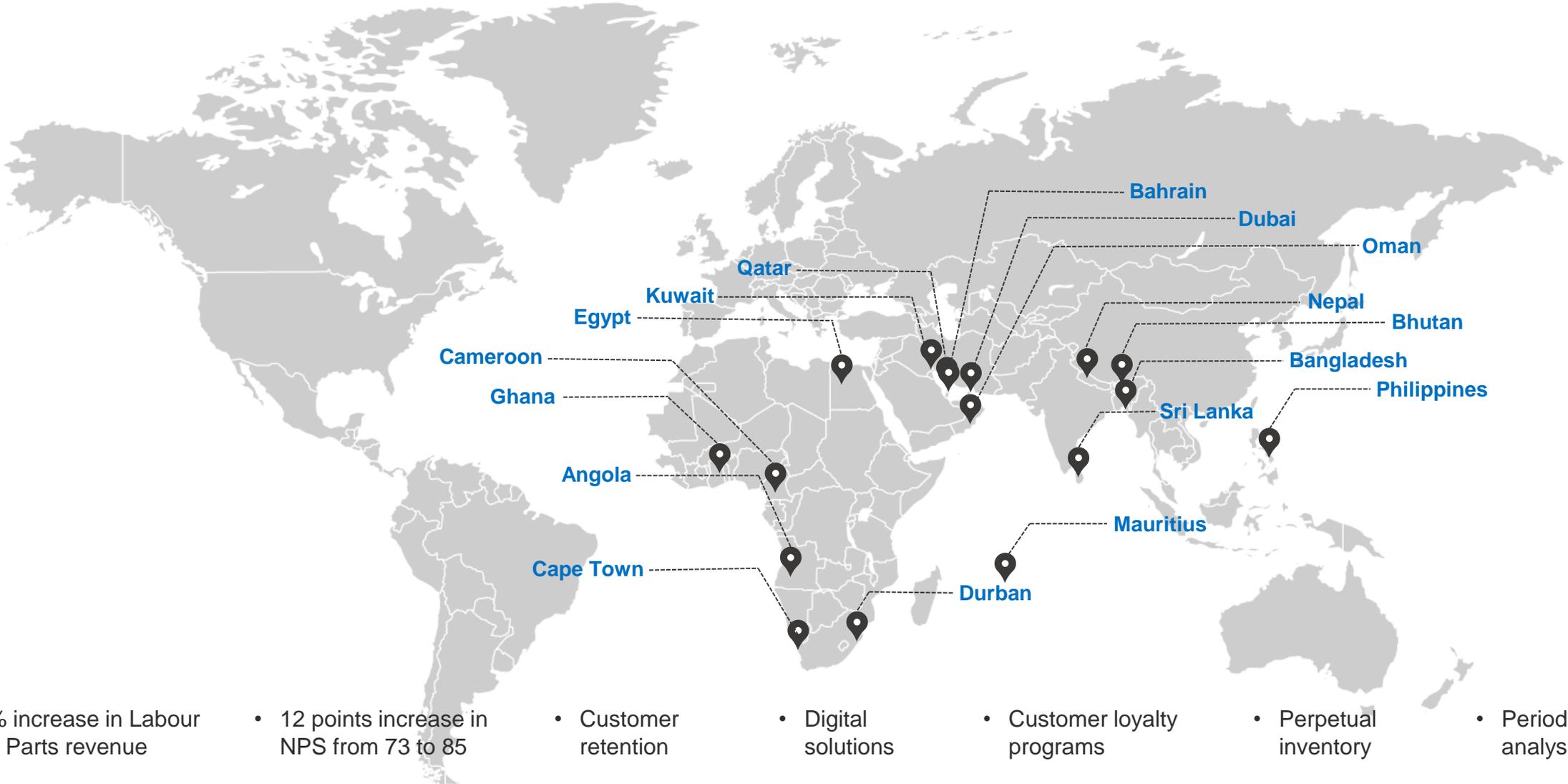
Personalized Smart Video



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

		<p>BMW Group Middle East 8 markets _____ Abu Dhabi Oman Qatar Lebanon Bahrain Kuwait Jordan Saudi Arabia</p>			

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

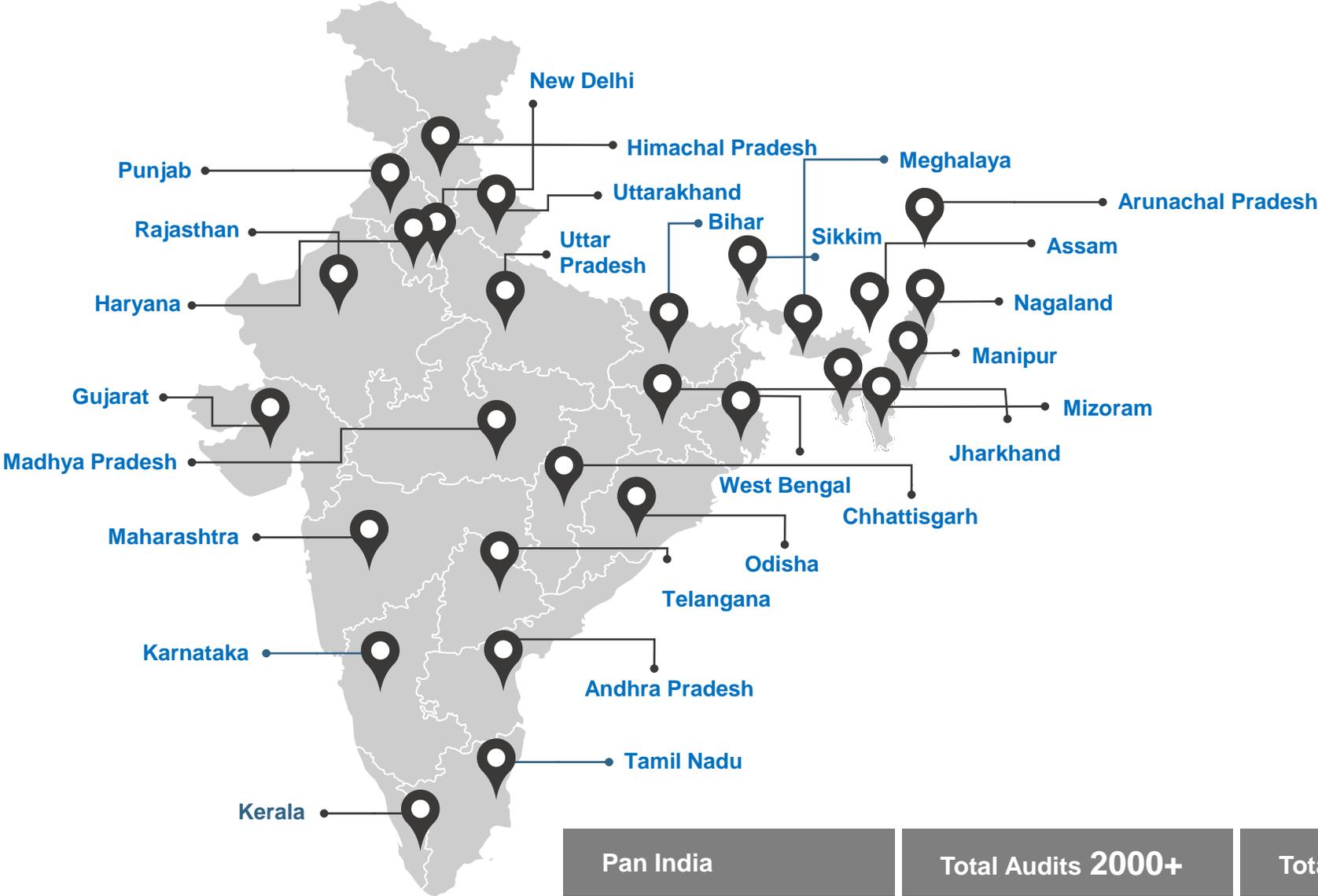
	Impact on Brand Awareness	70 points increase in CSI	VAS Revenue increased	20% incremental revenue in parts
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	Accessories revenue increased from INR 50K to INR 0.9 Mn	17% of lost customer retained	12% workshop efficiency improved	Revenue increase from 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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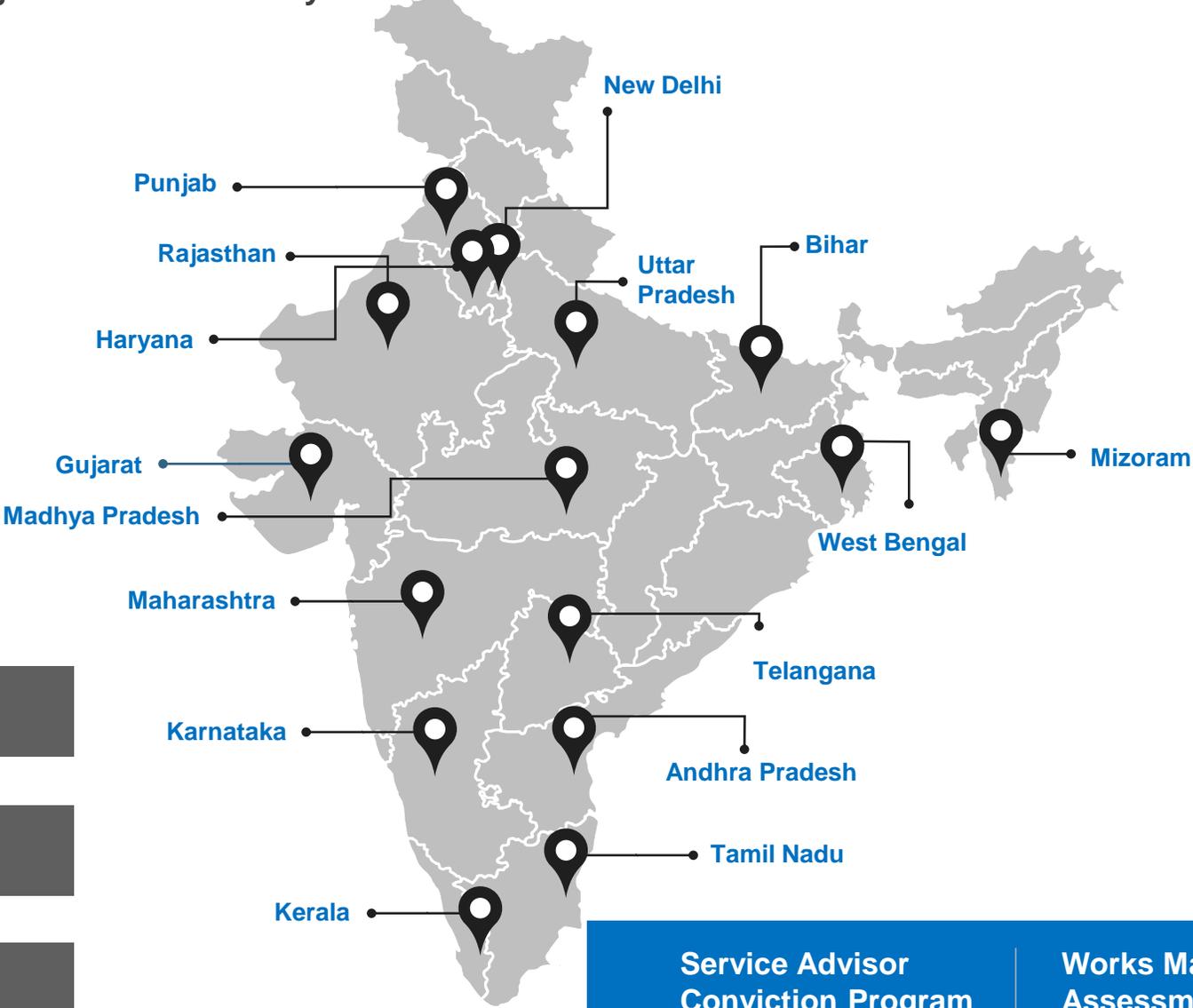
Our Engagement Snapshot

Auditing program for leading 2 wheelers industry



Our Engagement Snapshot

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

ESTABLISHMENTS
18 Dealers in Indian Market
48 Locations in India
99 % of BMW Service centres
and Deers within India



SALES UPS PER DEALER
Sale up in services to 70 %
Sale up in Accessories 55 %



**Aftersales
Coaching Smart
Video INDIA**

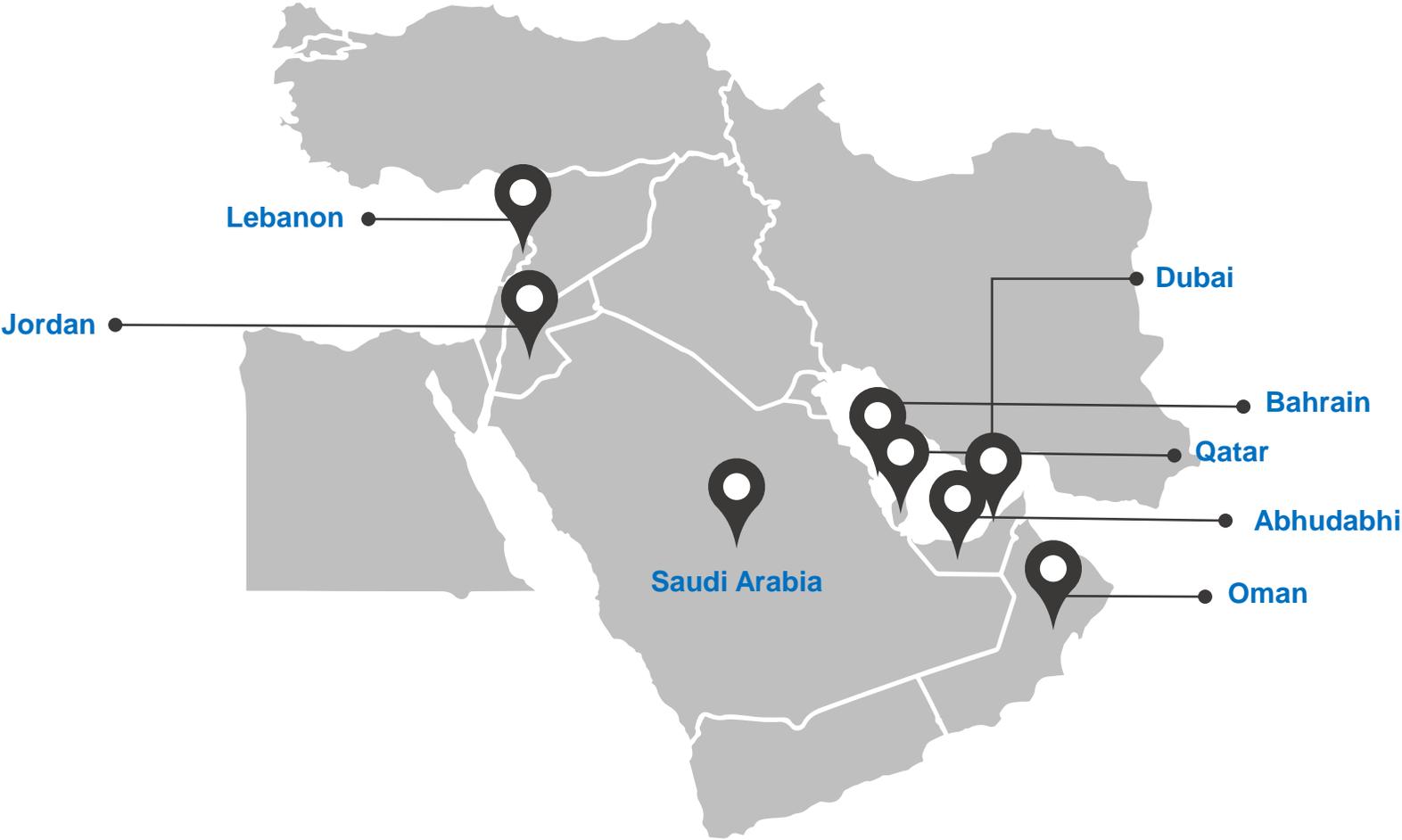
GOAL
To Establish service and
Accessories Sales up in a
Dealer and to Retain customer
for long run



OVERALL ACHIEVEMENTS
Increased Sale up on Services 55 %
Increased Sale up on Accessories 47 %
Customer Retainment and Transparency
on their Work







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



www.focusengineering.in



149, Thangam Nagar, Gudiyattam, Tamil Nadu, India – 632 602



info@focusengineering.in



+91 96866 79955, +971 5052 86755



[linkedin.com/in/munirathinam-dhananjayan-8479238](https://www.linkedin.com/in/munirathinam-dhananjayan-8479238)



[linkedin.com/in/focus-on-769a15274](https://www.linkedin.com/in/focus-on-769a15274)

THANK YOU

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