

# **SERVICE SOLUTIONS**

## **AN OVERVIEW**

**Contact us:**

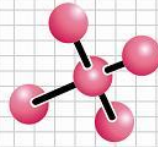
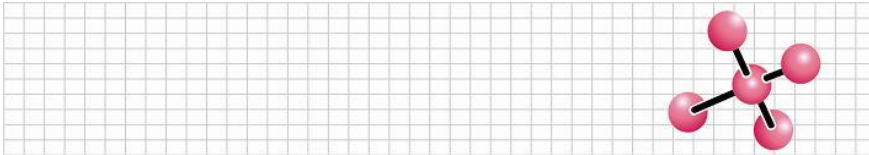
Service Solutions

Vijay Jassal

Consultant & Partner

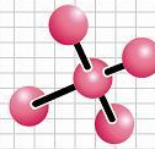
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## Introduction

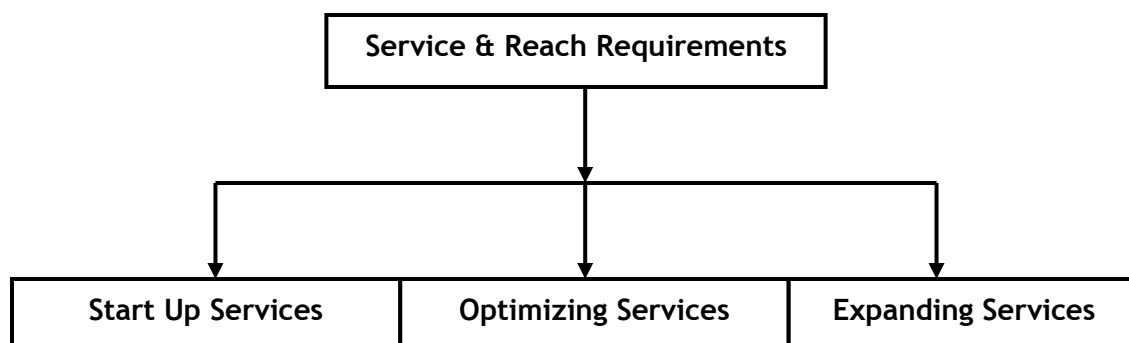
While markets across the globe function with their own set of ever evolving rules and regulations, however the successful organizations univocally converge to agree that the final distinguishing factor will be managing the intangibles.

Amongst various intangibles that an organization has to manage, time & again "Service and Reach" to the end customer has emerged to be the biggest and is right on the top of the list, for successful organizations. Yet, only a few make it there.

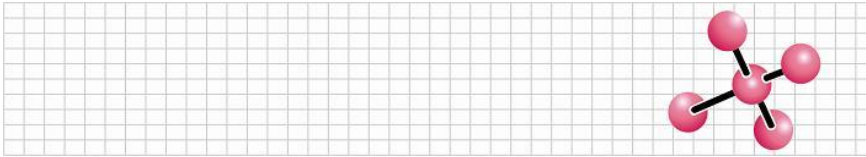
These factor relates to the seriousness and commitment towards ensuring customer satisfaction and thus substantially deploying support to organization's objectives & its course of growth.

## What can Service Solutions do for you?

Customer Reach & Services are essentially required by almost every organization, irrespective of the growth stage. Though there is no specific demarcation of the level at which **Service Solutions** assistance ought to be sought, for reference purposes, the below mentioned levels attempt to define when we can partner you in whatever you plan to achieve in your organization.



Our focus is to create and implement not the '**Standard Fit**' but the '**Right Fit**'.



## Service Solutions Offerings

- I. Strategic Solutions
- II. Operational Solutions
- III. Quality Solutions


These offerings linkup and overlap to ensure a complete solution, yet can be applied in parts, in an appropriately customized pattern.

**I. Strategic Solutions:** Strategic Intervention and Guidance initiative, which forms the pillars of customer service.

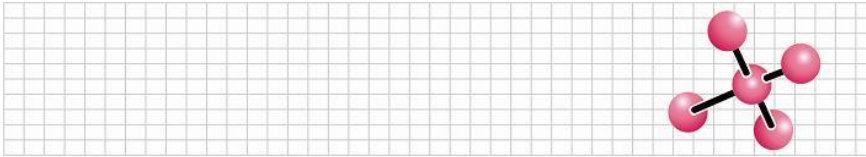
- **The Foundation:** This step focuses at setting up the strategic & policy level framework by defining the Service Processes, the Policy yardstick and elaborating the intended Quality standards.

- **Customize Processes & Standards:** The Foundation is followed by designing key processes and defining the appropriate standards for all key processes like Acquisition, Billing & Service, Collection, Retention, etc.

- **Real time feedback through – Benchmarking, Focused Groups & Mystery Audits for Self, Competition & Best In class:** This logically follows after standards and processes have been set up and operationalized. The objective is both to audit & measure performance as well as analyse it for improvement or alignment need in either the design or practice. It entails an extensive internal and external analysis. Silver Member of Mystery Shopping Providers

Association, USA (MSPA) 

- **Market Research:** The above aspects of a Strategic focus on Service, are futile without adequate research & review of this relevant aspect.

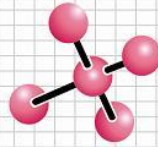


**II. Operational Solutions:** With the strategy to serve appropriately defined, Operations is the next logical step in sequence. We will help your organization in:

- **Setting up the operational standards:** In terms of 'People', 'Technology' and 'Processes': This implies inclusion of aspects like Job descriptions, Live Testing procedure definition, Communication Template creation, Product go-live testing procedure, Hiring, Training, Go-live Certification etc. to name a few as examples from each aspect of people, technology & processes.
- **Designing :** Scope & design of technological framework like CRM, IVR, Web Self Service, billing system etc.
- **Outsourcing:** At this stage, the decision to outsource perhaps a part of the entire gamut to an operational specialist might also be a part of the planning framework. We assist in evaluating both the opportunities & elements within the operations framework as well as in assessing appropriate partners.
- **Optimize operations:** Aimed at optimizing resource utilization & checking out the unexplored dimensions of all operational aspects of the Service delivery Framework.

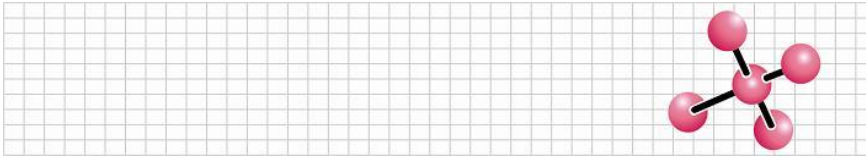
**III. Quality Solutions:** The effort of the earlier two stages is ineffective, without this stage complementing the procedures. Service Quality, as product offering by Service Solutions includes:

- **Customer Life Cycle Management:** Defining end to end customer touch point and auditing each interaction for compliance and further improvement.



- **Process Audits:** Pertinent to substantially improve upon the current efficiency level.
- **Interaction Quality Framework:** The program is devised to impart a qualitative approach to the core customer touchdown. It includes setting up or optimizing a comprehensive framework including

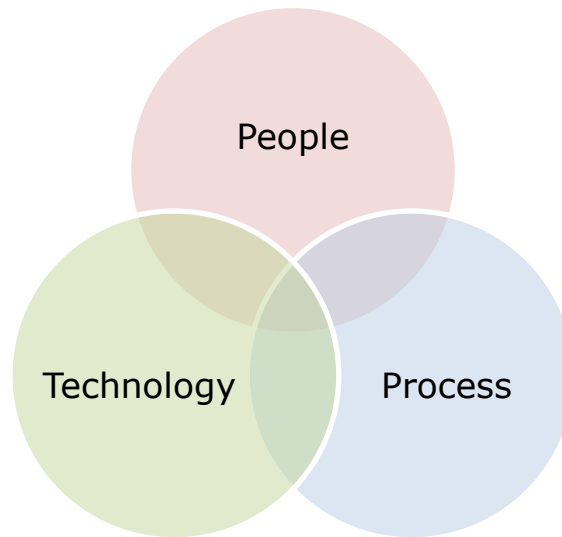
Scoring parameters, Monitoring processes & standards, Evaluations, Interaction Assessment & Assessment Feedback. This happens over four key modules viz., Quality Program Design, Calibration, Training the internal teams, Key team members.



## Service Solutions Methodology

### Elements of Service Delivery

Good service delivery is characterized by three robust interlinked elements: People, Processes & Technology (PPT).



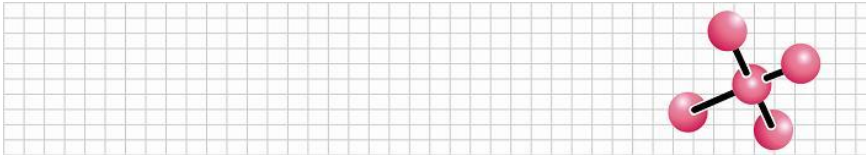
### Why the Overlap?

Any kind of service delivery is DEFINED by Processes, ENABLED by Technology and RUN by People.

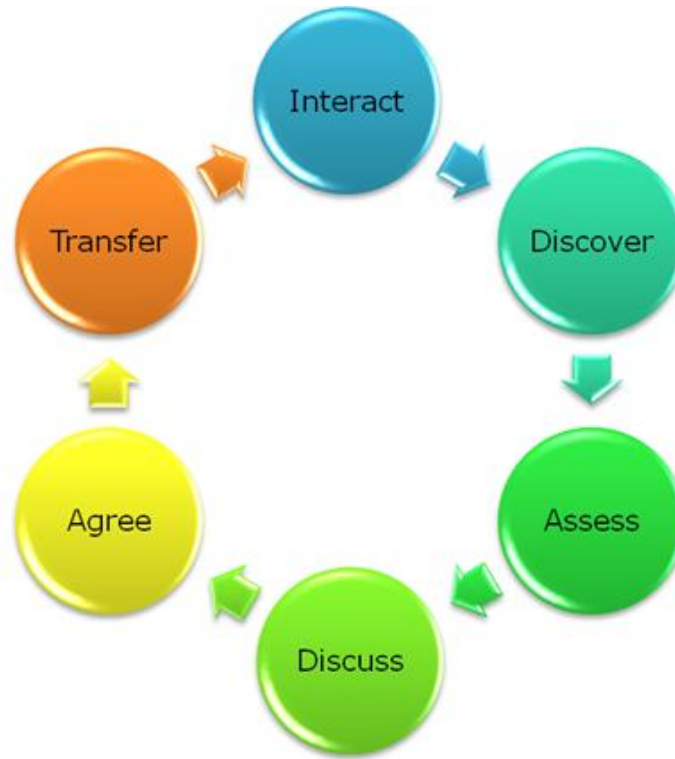
**P - Processes:** Forms the backbone of the service, links the customer, service front-end & organization's backend to deliver quality service to the customer.

**P - People:** To run efficient service a motivated & well trained people are required.

**T- Technology:** To enable faster, reliable, economical & intelligent service.



Service Solutions uses an in-house developed six stage methodology **I(DA)<sup>2</sup>T** (Pronounced as: IDEATE)



### **Interact**

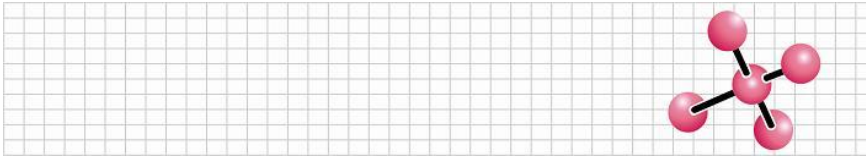
This round serves to establish the framework of the project. At this stage, the Functional Consultant team expects to establish the client’s objectives, the Assignment objectives and the Assignment plan.

Broad areas that will be covered in the course of discussions and via questionnaires will be:

- What does the customer want?
- What is the organization’s strategy?
- What is the approach to Service and expectations?

The purpose is to gain a deep understanding of how the organization’s internal and external environment interplays with its initiatives.





## Discover

The round has a Study & Analyze approach. The key activities that will be carried out are:

- Data Collection: This involves, understanding on-ground and in detail the services implemented / planned to be implemented. Multiple methods will be used including interviews one on one, interviews one to group, questionnaires, document inspection, MIS & Data study, observation and walk through. This will also involve actually utilizing the services of the organization as a customer, throughout the project as and when necessary, to gain first hand customer experience.
- Analyze Business Flow and Process Flow: This is to analyze and interpret the study findings to conclude on design, processes and resources for the solution.



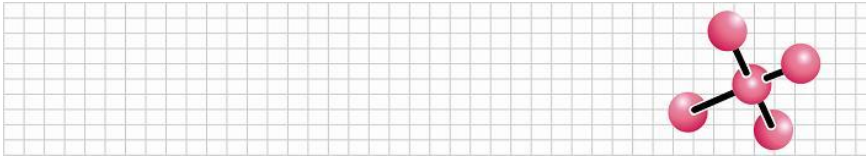
## Assess

In this round, Service Solutions will assess the best fit design solution based on the assessment from conclusions drawn during the Interact & Discover rounds.

We will work with customer's core team through brainstorming sessions to create broad level solutions.

The activities in this stage are:

- Business Complexity: Discussing the business framework & complexities to ensure deliverables are S.M.A.R.T (Specific, Measurable, Achievable, Realistic, Time bound)
- Prioritize: The core and extended teams from the organization will participate in prioritization discussion.



- Identify requirements: The requirements (Information & Data, Infrastructure & Facilities, People, Processes and procedures etc.) for the intended solutions design will be discussed.
- Identify responsibilities: At this stage, responsibilities and their allocation between the organization and Service Solutions.



### **Discuss**

In this round, Service Solutions will make their recommendations and the solutions will be proposed.

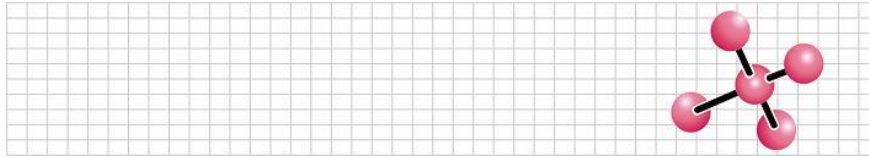
The activities in this stage shall include:

- Propose Design & Solutions: The solutions will be put forward by Consultants. Customer gets a clear understanding on how each solution will work as well as a clear understand of roles and responsibilities that will be allocated the organization's core team & Service Solutions to design, develop, finalize, implement and review the solution.
- Understanding the solutions: During this period organization's core team will internally discuss the proposed solutions and highlight doubts for clarifications.
- Detailing and Finalizing: This will be a period where the Service Solutions creates detailed design & solutions meant for implementation.



### **Agree**

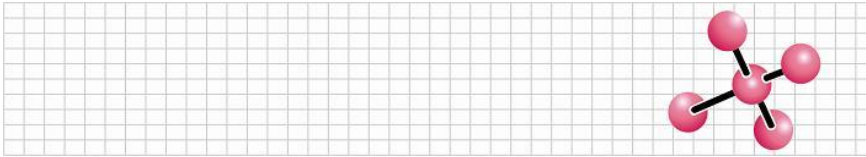
Finally agree to the solutions provided and sign off the final solutions.



## **Transfer**

This round will involve handing over the initiatives / solutions relevant documents.

- Orientation: This period will consist of detailed discussions, orientation and on-boarding sessions from Service Solutions to the customer.
- Documentation: Service Solutions will handover design & roadmaps documents and await clarifications, if any, in the budgeted time.



## About Service Solutions

Service Solutions is an organization centred on performance oriented professionals with a broad knowledge of business issues and a deep understanding of specific industries.

We are not large in terms of people; we do a few things and do those really well.

By enhancing our consulting and outsourcing expertise with alliances and other capabilities, we give our clients access to expertise which matches each client's unique needs. Our focus is on niche consulting areas, and bringing in effective partnerships or expertise wherever needed to ensure a comprehensive engagement.

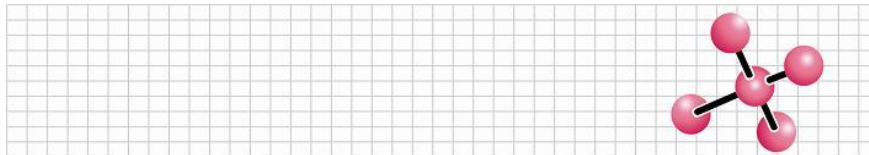
We operate with the highest standards of professionalism, maintain strict confidentiality and offer result oriented practical consulting.

### The Service Solutions Management Team

Service Solutions is a company represented by a team of specialists, proficient in the art of customer services across industries. Arti Prakash is the Investing partner and Vijay Jassal is the Managing partner.

**Arti** has more than 20 years of experience across geographies in varied industries. With her intellect and strong interpersonal skills, she has successfully managed to secure prominent positions in past employments. The learning process thus initiated, coupled with entrepreneurial drive laid the foundation for Service Solutions.

During her tenure as Vice President of Customer Service for the world's largest financial service & telecom companies, her leadership was instrumental in creating and implementing a common vision, mission, strategy and processes across the country's various service channels. She managed and delivered key organization initiatives in Outsourcing & Automation projects in her job assignments. Her passion is to design Service as the core of Business strategy. Her key areas of specialization are Service



& Business strategy, planning Service Delivery via contact centre & alternate channels & service quality.

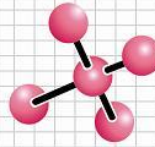
**Vijay** brings with him 15 years of experience to Service Solutions. While his association with a number of reputed firms to include names like Vodafone and Taj, in the service industry, Vijay mastered the art of operations conceptualization, implementation and overall management. His tenure as heading customer support brings with him, the art of managing large & transaction oriented operations while ensure the finesse of serving end customers. He has always effectively used the organization's frontline to build equity with the organization's customers and hence developed people management as a core strength. His skills in planning implementation and overall management have been honed in managing large & fast growing service sector that has both a mass & HNI customer base. His understanding of end to end delivery in service processes, Contact center & Support operations are his key strength.

The learning process across financial services, telecom & hotel industry coupled with their entrepreneurial drive laid the foundation for a collaborative

Practices Consulting initiative - "Service Solutions" in 2007. The young Service Solutions specializing in Service, focuses on three key aspects-






- Service as a philosophy for customer relationships,
- Service as a strategy for business edge,
- Service as the core of all operational nuts & bolts that drive efficiency.

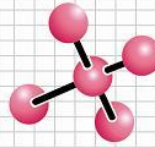
Service Solutions has successfully consulted organizations on service strategy, budgeting, forecasting, optimizing operations, quality & training in India, Far East & Middle East.






**Projects & Assignments:**

Key projects & assignments managed &/or implemented by **Vijay** include:

Project / Assignment	Key tasks undertaken
 <p><b>First Gulf bank, UAE</b></p>	<ul style="list-style-type: none"> <li>▪ Established performance &amp; quality framework for the Contact Centre</li> <li>▪ Best Practice recommendation &amp; implementation for call centre</li> <li>▪ Training of key operations resources for ongoing contact centre management</li> </ul>
 <p><b>HDFC bank, India</b></p>	<ul style="list-style-type: none"> <li>▪ KYC (Delhi, Himachal, Punjab, Haryana, Rajasthan, UP, Uttaranchal, Gujarat, Maharashtra, Goa)</li> <li>▪ Document collection</li> </ul>
 <p><b>Vodafone Essar Telecom, India</b></p>	<ul style="list-style-type: none"> <li>▪ Customer retention : Strategy design &amp; Implementation</li> <li>▪ Used Automation, Process re-engineering and Frontline empowerment to reduce TAT to customers and improve issue resolution KPIs</li> <li>▪ Segmented service : Operationalized segmentation to give differential service to premium &amp; mass customer base</li> <li>▪ People management: Introduced &amp; implement several best practices related to Review, Rewards &amp; Recognition and Career progression</li> <li>▪ Service automation : Designed &amp; established Self Help via Web/ SMS</li> <li>▪ CRM design</li> <li>▪ Retail Experience and Standardization Audits</li> </ul>
 <p><b>Aircel Limited</b></p>	<ul style="list-style-type: none"> <li>▪ Process design and documentation</li> <li>▪ Competition Benchmarking</li> </ul>
 <p><b>Unicharm Corporation</b></p>	<ul style="list-style-type: none"> <li>▪ Customer response management</li> <li>▪ Outbound telecalling</li> </ul>



 <p><b>Taj Group of Hotels, UAE &amp; India</b></p>	<ul style="list-style-type: none"> <li>▪ Commissioning of the hotels</li> <li>▪ Setting up processes &amp; service delivery methods</li> <li>▪ Front line empowerment to optimize service: Design &amp; implementation</li> <li>▪ Customer satisfaction survey: Design &amp; implementation</li> <li>▪ Incentive Programme</li> </ul>
 <p><b>The French Loaf</b></p>	<ul style="list-style-type: none"> <li>▪ Market research : Territory potential</li> <li>▪ Competition benchmarking</li> <li>▪ Improving retail experience</li> <li>▪ Customer relationship model for repeat business</li> <li>▪ Improve visibility and reach</li> </ul>
 <p><b>Funcity, India (Part of Landmark Group, UAE)</b></p>	<ul style="list-style-type: none"> <li>▪ Customer life cycle management</li> <li>▪ Customer retention program</li> <li>▪ Revenue optimization</li> <li>▪ Customer segmentation</li> </ul>
 <p><b>Institute of Management Technology, Ghaziabad</b></p>	<ul style="list-style-type: none"> <li>▪ Visiting faculty for delivering lectures on Customer Relationship Management for MBA students</li> </ul>
 <p><b>Softage India Pvt Ltd, New Delhi</b></p>	<ul style="list-style-type: none"> <li>▪ Management Development Programme</li> <li>▪ Software development (Design &amp; Scope)</li> </ul>