

Client: A General Insurance Company of a large Nationalized Bank

Product / Services:

General Insurance (GI) Training with Value Added Services

Challenge:

The client had just started operations in tie-up with an International General Insurance Company and they had to get at least 10,000 staff selected from its 25,000 strong branch network spread across India trained in the insurance business in six months' time. Apart from this there were other challenges like convincing the staff about the high quality learning provided by eLearning in comparison with classroom learning, supporting the users on technical and administrative issues on all days of the week; delivering value added services like fast Turn Around Time (TAT) in generation and dispatch of UID/PWDs, flexible and user friendly MIS and expeditious dispatch of Training Completion Certificates (TCCs) on time (so that learners can take IRDA Certification exams in time) to multiple locations across the country. Moreover, the staff did not have the time to attend online training after working in bank for more than 10 hours nor did they have access to internet connection to take the course after office hours or during holidays. They were not even aware of the new tie-up of GOLS and the GI arm of the bank and hence did not know about the incentive plan and how the GI training would help them and the bank.

Solution:

To deal with the problem of non - availability of internet connection, GOLS came up with the idea of setting up our website within the bank's intranet, so that the staff could attend training during office hours and complete it.

Since the circular sent by the bank didn't reach all in the branches network, our team members carried this circular and met staff members in all regions and the local head offices (LHOs) giving a detailed explanation on GOLS tie-up with bank, about eLearning and the entire process of taking training and appearing for IRDA examination after receipt of TCCs.

Our sales team accompanied the CMCS (Chief Manager Cross Selling) to meet the Senior Branch personnel of the region and make them aware of the tie-up and the online GI training. This helped us communicate faster to the branches. And once they had all their doubts resolved, getting nominations was just a matter of time.

Benefits:

- Shortened time to mandatory training
- Standardized and more effective rollout of training for certification and making the staff ready for taking the mandatory exams
- Saved substantial costs involved in physical training, as well as opportunity cost as the training was done within the bank, with routine work not being hampered We have proposed similar working models to other nationalised banks and hope to make it a big success with them as well. By offering value added services to its online training, GOLS has addressed the pain points of these customers and achieved very high level of client satisfaction. In turn, this has generated repeat business, new products/services business and new reference business too