

UJJIVAN COLLECTS SATISFACTION DATA FACE-TO-FACE

In the past, Ujjivan (India) found it challenging to collect accurate client satisfaction data. Customers declined to fill out client satisfaction surveys or to use the customer help line. If they were unhappy, clients would simply leave the FSP. When personally interviewed, they did not want to criticize or complain, unless a loan was disbursed late.

Ujjivan's solution was to place a customer care representative in each branch. The representative talks with customers in-person to determine any issues and perform exit interviews if a customer leaves. At least once a year, representatives hold customer meetings with each group leader to get feedback on products and services and to determine which client needs are not being addressed.

To keep its customer connection strong, all senior managers must attend a meeting with customers three to four times per year. Managers complete a meeting checklist that captures client feedback on products, operations, services, and grievances—all of which is reviewed by a Service Quality team. Ujjivan leaders are confident that the relationship among management, staff, and customers will grow stronger, allowing the FSP to get more accurate, straightforward feedback from clients.