



Ramkumar Pichai, General Manager Customer and Partner Experience, Microsoft



Navanit Narayan, Chief Service Delivery Officer, IDEA Cellular Ltd.



Bakul Bhatia, Head of Logistics, Dabur India Ltd.



Anil Nair, Managing Director, AGC Networks Ltd



Karthik Nagarajan, Associate Director, The Nielsen Company



JS Saini, General Manager - Marketing, GAIL

# OVERWHELMING RESPONSE

Sensitivity to consumer satisfaction is crucial to a company's survival and secret of its success. Avaya GlobalConnect Customer Responsiveness Award 2010 ceremony was a true reflection of the customers' response to the corporate world's approach to fulfill their needs...



Vijay Rangineni, CEO, Mahindra Satyam BPO

**Customer recognition** is the ultimate reward for all the hard work that a company puts in to keep its growth trajectory intact and continue to surge in this difficult and competitive world at large. And probably that's why Avaya GlobalConnect Customer Responsiveness Awards, that hold the distinction of recognizing the best in the corporate sector for its role in consumer satisfaction, is growing exponentially with each passing year. No wonder this year 127 companies applied for the awards in 10 categories and the award ceremony at ITC Grand Maratha, Mumbai.

Welcoming guests at the event, Anil Nair, Managing Director, said that Avaya GlobalConnect Ltd (now AGC Network Ltd), with a view to evangelize the concept of customer responsiveness, began this endeavour to set parameters to gauge the level of customer satisfaction in corporate sector, five years ago. He said that as roads accelerate economies, customer responsiveness accelerates commerce. Similarly the mindless pursuit for growth had contracted the world as a whole and now was the time to target growth keeping customer's interest as fore-

most. Ajay Makan, the union minister of state for home affairs and chief guest for the event too shared his thoughts when he said, "It is good that we have begun to realize that the interest of customers is inextricably linked with that of the share holder. The corporate sector has to realize the importance of consumer feedback."

Indeed most of the representatives of the winner companies exhibited the innovative zeal which despite their mega consumer base continued to help them breaking new barriers in growth horizons. As Munish Mittal, Executive Vice President HDFC Bank and Head, Technology Solutions Group and winner of the banking and financial services category, rightly puts it, "We've got miles to go before we sleep. It's the most daunting task to keep the customer satisfaction index high especially for a bank with millions of customer base."

Indeed many of the winners have been using the Avaya Awards process on a regular basis to confirm that their customer responsiveness levels remain at cutting edge. The applicants for the main awards went through an elaborate process

audited by Ernst&Young, followed by an extensive survey conducted by The Nielsen Company on the customers of the nominated companies. Besides, the online poll involving 60,000 responses from netizens were also taken into consideration.

This year Avaya added another award to its categories - Avaya Technology Innovation Special Award for the company which is using technology most effectively for customer responsiveness. This award went to ICICI Bank. Pravir Vohra, Chief Technology Officer of the bank received the award on behalf of the organization. "We have miles to go. There is so much potential, so much more we can do. It's really an unfinished agenda", he said.

The evening was made lively by vibrant performances by the Terrence Louis Contemporary Dance Troupe and soulful Sitar rendition by Zila Khan of ImdadKhani Gharana. Besides the new logo of AGC Networks was also unveiled on the occasion.

Besides, The Economic Times Avaya GlobalConnect Customer Responsiveness Panel Discussion was held and broadcast in ET Now that focused on the winning strategies that companies needed to adopt in order to become leaders in customer responsiveness.



Madhivana Balakrishnan, EVP, ICICI Prudential Life Insurance



Team AGC Networks Ltd.



Jessy Ajith, Business Analyst, Kerala Institute of Medical Sciences



Munish Mittal, EVP & Head Technology Solution Group, HDFC Bank



Rubal Chaudhry, General Manager, The Claridges Hotel



The Jury: Gita Piralal, Vaijayanti Pandit, N M Kondap, Kaizad Paridiwala, Rufina Fernandes, Nazeeb Arif, Girish Trivedi



Bakul Bhatia



Pravir Vohra, CTO, ICICI Bank



JS Saini



Ramkumar Pichai



Vijay Rangineni



Ashish Pherwani, Associate Director, Ernst & Young



Navnit Narayan

## WINNERS AND NOMINEES

**ITES- BPO**  
Religare Technova Business Intellect Limited  
**Mahindra Satyam BPO**  
Salient Business Solutions Ltd.  
Hinduja Global Solutions  
COGNIZANT

**Banking & Financial Services**  
State Bank of India  
Punjab National Bank  
**HDFC Bank Ltd.**  
Axis Bank Ltd, ICICI Bank

**Healthcare & Pharma**  
**Kerala Institute of Medical Sciences**  
Super Religare Laboratories Ltd.  
Max Healthcare  
Primus Super Speciality  
New Delhi Centre for Sight (p) Ltd

**Insurance**  
Max New York Life Insurance  
MetLife India Insurance Company Ltd.  
HDFC Standard Life  
**ICICI Prudential Life Insurance Co. Ltd.**  
Birla Sunlife

**IT Hardware & Software**  
Acer India Pvt Ltd  
HCL Technologies Limited  
Educomp Solutions Ltd  
Zensar Technologies Ltd  
**Microsoft Corporation (India) Pvt. Ltd**

**Manufacturing**  
Reliance Industries Ltd.  
KANSAI NEROLAC PAINTS LTD.  
Essar Steel Ltd  
**GAIL (India) Limited**  
National Aluminium Company Ltd

**Hotels**  
**The Claridges, New Delhi**  
The Grand New Delhi  
The Fern-An Ecotel Hotel Jaipur,  
The Body Care, Best western India

**Telecom**  
Aircel Ltd  
**IDEA Cellular Limited**  
Beceem Communications

**Consumer Durables**  
Whirlpool of India Ltd  
Bata India Limited  
**Dabur India Ltd.**  
Titan Industries Ltd  
Sony India Pvt Ltd

**Travel & Tourism**  
Mahindra Holidays & Resorts India Ltd  
Thomas Cook (India) Limited  
**SOTC**  
SpiceJet Limited