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20 YEARS 200+ CLIENTS

We help you get more customers

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Aidias Consulting Group | Profitable Growth Strategies

Customer Service Excellence Training

WE HELP YOU GET MORE CUSTOMERS | 22 YEARS | 225+ CLIENTS | IIT/IIM ALUMNI

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We help you get more customers

22+ Years

of established corporate trust.

225+ Client Organizations

across all major sectors.

Helping businesses grow their customers profitably.

aidias™
Research | Education | Strategy | Training

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Our Pedigree

Academic Foundations

IIT, IM, Stanford, MIT, and Edinburgh.

Corporate DNA

The World Bank, McKinsey, Emirates Airlines, Pfizer, Berger Paints, and ABP Limited.

The Growth Framework:
Internal Readiness Meets External Execution

Customer Acquisition



- MR (Qual/Quant) & Mystery Audit
- Brand & GTM Strategy
- Digital Marketing (AI-enabled)
- Media Spend vs. ROI Optimization
- Advanced Selling Skills Training

Customer Retention



- Customer Service Excellence (SPACE)
- Tech-enabled connect & feedback
- Monetizing Life Time Value (LTV)
- Internal call centre setup

People Development



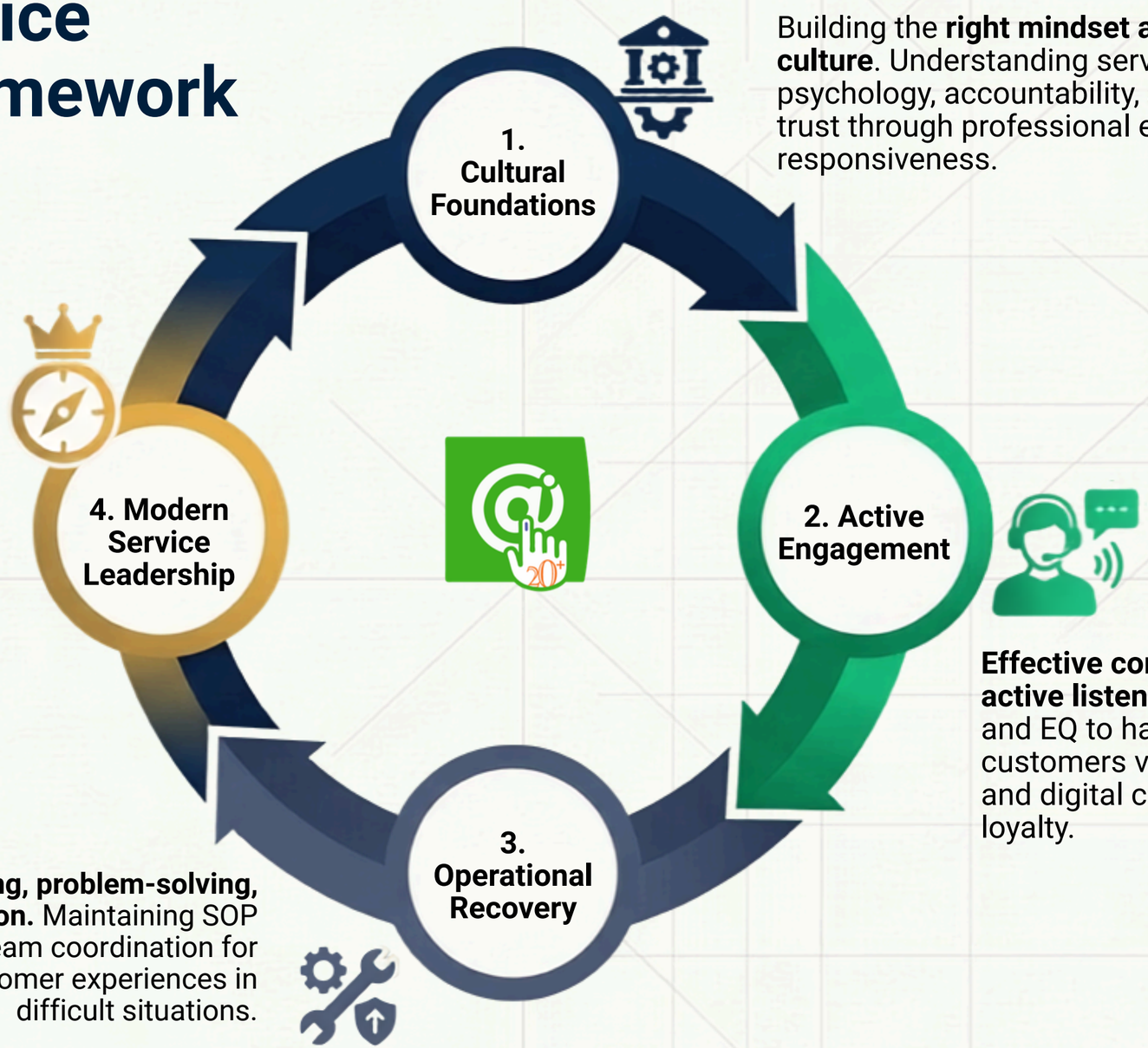
- HR Audit & Fitment
- Culture-friendly policies
- Action-oriented training
- Proprietary TORCH tool for application
- Training efficacy tied to metrics

Leadership Development



- Development for managers to CXOs
- Non-cognitive trait assessment
- Individual coaching
- Culture-compliant PMS

Customer Service Excellence Framework



Building the **right mindset and service culture**. Understanding service psychology, accountability, and building trust through professional etiquette and responsiveness.

Effective communication and active listening. Applying Empathy and EQ to handle difficult customers via telephone, email, and digital channels to secure loyalty.

Complaint handling, problem-solving, and de-escalation. Maintaining SOP discipline and team coordination for seamless customer experiences in difficult situations.

Customer Experience (CX) journey mapping. Delivering personalized, proactive service, mastering digital social media behavior, and utilizing feedback for continuous service innovation.

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Customer Service Excellence Modules

Foundations of Service Excellence

- Building service mindset, behavior, and culture
- Understanding customer expectations & psychology
- Creating positive first impressions & conduct
- Attitude, ownership, and accountability
- Trust building through reliability & responsiveness

Communication & Engagement

- Strengthening customer interaction & relationship skills
- Effective communication & active listening
- Empathy & emotional intelligence (EQ) in service
- Handling difficult customers & conflict resolution
- Digital, phone & email communication etiquette

Service Recovery & Operations

- Complaint handling & service recovery techniques
- Managing customer expectations under stress
- Problem solving, decision making & escalation
- SOP discipline & operational process excellence
- Team coordination for seamless customer journeys

Modern CX & Service Leadership

- Customer Experience (CX) journey mapping
- Personalization & proactive service delivery
- Digital CX & social media behavior management
- Service leadership & leading by example
- Continuous improvement & service innovation

PROVEN IMPACT ACROSS SECTORS

AUTOMOBILES:
CEAT, Tata Motors, Maruti

MEDIA:
Star TV, Times of India, Mint

PREMIUM RETAIL:
PC Chandra Jewellers, Blue and Blues

BFSI:
State Bank of India, National Insurance

TECHNOLOGY & KPO:
Pinnacle Infotech, StockEdge

HEALTHCARE:
Fortis, ILS Hospitals

AGRICHEMICALS & FMCG: EMAMI, KEVENTER

ENGINEERING:
Usha Martin, Shyam Steel, Vikram Solar

EDUCATION:
TCG CREST, Sushila Birla School

REAL ESTATE:
NK Realtors, Srjan Realty

and many more..

Let’s grow your customers profitably.

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