Indian Railways goes Customer Centric

Contributed by Mala Raj
Wednesday, 10 June 2009

Something for Mamata Banerjee to be proud about soon after taking over!!

Indian Railways demonstrated true customer-centricity yesterday when officials travelled miles through the night to greet Delhi-Mumbai Rajdhani passengers next morning at Vadodara station with boxes of chocolates to apologise for not supplying them with snacks the previous evening. What's even better is that the failure to supply snacks was not due to inefficiency (as we normally assume with the railways), but because of a genuine logistics problem. Still, they took the pains to apologise - and demonstrate that they were sorry.

Also, not to miss - the box of chocolates went with a little note to each passenger - 'We apologise for the inconvenience yesterday'. Timely, topical, truthful - and, above all, touching. Direct marketing at its best!

Plenty of lessons for us:
- Do it in time - not after the customer has forgotten
- Do it in style - go the whole hog when you are apologising for an error - no half measures
- Make sure the logistics work - cartons of chocolate boxes were pre-packed according to number of passengers in each coach and easily loaded onto the train during the few minutes stop at the station
- Make sure the rest of your customers get to know - it reassures them too!

Its time others took lessons and started demonstrating their care for their customers in more tangible fashion....