



## Member initiative – ADP India Pvt. Ltd.

*In this section we highlight initiatives taken by our member organizations to improve the overall experience of their customers. This would include initiatives taken in changing internal policies or conducting campaigns that enrich customer experience at every point of contact.*

*ADP is a Fortune 500 company (ranked 255), offering Human Capital Management Solutions (HCM). ADP services more than 620,000 clients across 125 countries and processes 35,000,000 pay slips making it one of the largest companies in the HCM space.*



ADP India offers a wide range of payroll, statutory and HR solutions, both as managed services and on cloud for over 700 clients. More than 2,50,000 employees benefit from their services for pay slips, tax reports and many other additional functions. Each pay slip generated for an employee is a very emotive experience and any error here can directly impact the employee experience, thus reflecting on client satisfaction levels. Considering this, ADP India has developed a framework to emphasize customer satisfaction. This framework serves as the backbone of their work structure – Service Excellence Framework (SEF).

### Customer Loyalty – An initiative to go beyond client experience:

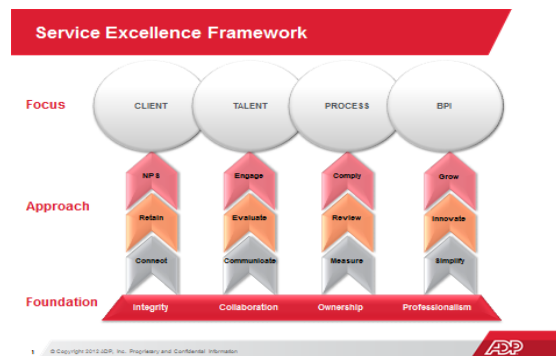
Customer loyalty and client experience determines the longevity of services in the organization. Company hygiene is determined by the client satisfaction and how best the services meet client needs and in turn also contribute to their growth and economy. ADP India strongly believes in their Vision statement - To be the world's authority in helping organizations focus on what matters.

**Customer Focus is the Key** – ADP is in accordance with the mission – “Power organizations with insightful solutions that drive business success”.

ADP's Service Excellence Framework encompasses Clients – Talent – Process – Innovation and is driven with a strong foundation of Integrity – Collaboration – Ownership - Professionalism.

This framework enables ADP to do business with the client at ease, forming solid partnerships with clients, acting in a proactive manner in interactions and sharing insightful expertise for clients. Hence, ADP has interlinked client satisfaction and service initiatives.

### Service Excellence Framework



The foundations to SEF starts with client connect through various media and an engagement model to retain them. The client connect is established to measure customer loyalty and satisfaction through programs such as Net Promoter Score (NPS).

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### Client Experience – Net Promoter Score

The Net Promoter Score (NPS) is a continuous focus on improving the relationship ADP has with customers and associates. It is achieved by surveying clients and associates based on the answer to a single question referred to as the “ultimate question”, grouping them into promoters, passives and detractors. ADP believes in increasing promoters and decreasing the number of detractors. This helps ADP bring more value to clients and associates.

ADP has been following this to capture the pulse of clients for a while and this has helped improve client service levels continuously. As a result, ADP has achieved 26.2 % - score in the recent survey of last quarter in this financial year. This is an improvement over the score of 22.4 that was achieved during the previous quarter. This was achieved through continuous process improvements and service excellence.

ADP believes quarterly surveys like NPS are very useful in understanding clients and taking immediate action. The CI (continuous improvement) includes Kaizen workshops, lean, six sigma, and BPI initiatives which run across the organization with customers as the central theme. Through Kaizen, ADP makes sure that the activity involves participation across all functions and involves all employees from CEO to process associates. With continuous improvements, the focus is to standardize activities and processes while eliminating non value-added activities.

### Stellar Programme - Bringing out the best

Service quality is the ultimate competitive advantage for business, and ADP is committed to following the World Class Service vision. World Class Service is a level of service where we exceed our client's expectations with solutions that enable them to succeed in their businesses.

Stellar is a customer service program across ADP, where every associate has to undergo training, workshops, and projects which ultimately bring about a cultural and behavioral change in the organization. Programmes like these help associates to exhibit STAR behavior while engaging with customers. These programmes are run specifically because in Stellar, ADP believes each associate is a valuable service provider.

ADP thrives to exceed client expectations and create positive and memorable moments for clients all the time. Service excellence is just not the responsibility of the teams that directly deal with customers, but also of each and every ADP associate. Adopting the Stellar Service culture has resulted in increased client satisfaction and better associate engagement across ADP.

## Upcoming events

### Customer National Convention 2014

THE CUSTOMMERCE NATIONAL CONVENTION  
**2014**  
ECONOMICS  
Dates 23rd & 24th January  
Venue Marriott, Jaipur

THE DURBAR IS IN SESSION.

It's time to engage with the visionaries who've created iconic businesses. Get inspired by how they did things differently to get to where they are, just by simply redefining their existing performance parameters to provide an exemplary service. How they vested complete autonomy to their employees in pursuit of this vision and kicked convention but struck success. We call them the iconomists. Join them at the Custommerce National Convention 2014 and understand how they got their royals to be loyal.

THE ICONOMISTS

Cyrus Daruwala Managing Director IDC Financial Insights Asia/Pacific	Jessie Paul Managing Director Paul Writer	Rajeev Bakshi Managing Director Metro Cash and Carry	Sachin Bansal CEO and Co-founder Flipkart
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\* More iconomists will join the above list.

custommerce  
Catalyst for Service Excellence

To register and know more details visit:  
[www.custommerce.org](http://www.custommerce.org)

For more details about the event visit [custommerce.org](http://custommerce.org)

Customer Service Excellence Foundation is a not-for-profit organization striving to create a customer experience driven, globally competitive Indian economy.

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Send your feedback to Biron D'Souza (Email: [biron@custommerce.org](mailto:biron@custommerce.org), Ph: +91-44-61084280).