

Nomination: 7703

## Azerconnect Meet the Customer Program

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Azerconnect LLC
<b>Additional Contacts</b> I would also like to have others receive emails about the disposition of our entries.
<b>Page: Entry Information</b>
<b>Entry Title</b> Azerconnect Meet the Customer Program
<b>Category</b> B01 - B64 Achievement > B09 - Achievement in Customer Training
<b>Achievement Submission Format</b> Written Answers
<b>a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required</b> Azerconnect is a unique combination of companies providing complete turnkey telecom solutions for both consumer and business markets.  Main activities are the provision of mobile telecommunications, fixed-line and broadband services. Company provides a variety of advanced services to customers in the corporate sector in the fields of ICT and high technologies of the country, has a clear vision and future development strategy against the background of the rapidly developing digitalization processes in Azerbaijan.  Company implements an appropriate strategy to achieve these goals, constantly improves the services and solutions provided to customers, focused on development of their businesses, and ultimately contributes to the sustainable development of ICT sector.  Through leading communications services provider offering products and services to consumers, small and medium-sized, and large enterprises and the public sector.  Bringing together several companies and the most professional staff, It was aimed to bring innovative telecommunication services and products, as well as top-notch technology solutions for both business and consumer segments in Azerbaijan. Under Azerconnect LLC There are three main brands, Bakcell, Azerconnect, AzerTelecom.  The best telecom experience for customers is achieved through investments heavily in developing business and contributing to the growth of the entire telecommunications industry, and investments in people.

**b. Outline the team's or organization's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required**

Meet the Customer is a multi-layered and structured initiative to craft an innovative and lasting program that not only partners up powerfully with the business strategies on customer centricity but also boosts employee and customer happiness by nurturing an environment of awareness and empowerment.

This Program represents a strategic initiative, perfectly aligned with a customer-centricity strategy, designed to propel both business performance and organizational outcomes forward.

Azerconnect's strategic need for implementing a unique and structured "Meet the Customer" program within the telecom industry ties directly into broader business strategies and addresses key challenges and opportunities in the sector.

Meet the Customer Program was designed for the first time in Telecommunications Organisation with participation of 20 employees in every cohort from diversified functions.

The objective is to improve customer experience and increase customer advocacy and get aware of customer needs on their interaction with our brand, products and services.

Participants have generated 6 initiatives/sub projects for steering committee attention and actively contribute into their implementation and managed to achieve the efficiencies of the internal and external customer experiences. Program started with visits of the participants to Customer Touchpoints with a detailed agenda and followed by brainstorming meetings with the participation of key stakeholders.

6 sub programs with project scorecards have been created

1. FELLOWSHIP PROGRAM
2. UNDERGROUND CAFE
3. CUSTOMER DREAM SHOP
4. CUSTOMER CENTRIC CULTURE
5. BEST CUSTOMER
6. BRAND HARMONY

Each sub-projects has a project-scorecard and project-team and applied in a project timeline.

All initiatives resulted in critical improvements in key customer metrics.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required**

Meet the Customer Program is not a basic learning program, it is an action-learning program within/with the business line both contributing and creating value, also provides a solid experience to increase customer awareness/engagement. It was developed in a methodical process by implementing a multi-layered program based on direct input and data from customers.

This program is also unique in terms of embracing a collection of the projects that are managed to achieve the efficiencies of the internal and external customer experiences.

This process can be broken down into several steps, reflecting a careful execution strategy that aligns with broader business objectives

- 1-It was delivered with a kick-off meeting with the participation of business units, leaders, and selected participants.
- 2-Detailed Needs Assessment/Design Phase including visits to Customer Touchpoints, Focus Group Meeting with the Participants
- 3-After gathering and analyzing data from the needs assessment, a multi-layered approach is applied.

This means instead of adopting a one-size-fits-all solution, Program is tailored to address different subjects for the customer experience. Depending on the outcomes and insights, sub-programs are developed to tackle specific issues or opportunities which are initiatives to address particular aspects of the customer experience

4-Following the analysis of outcomes, structured ideation sessions were convened with the involved participants and relevant business divisions to articulate comprehensive roll-out strategies for enhancements

Results showed a significant increase in high customer experience result in all touch points/Call Center efficiency/Quality Performance of employees/Employee engagement,/Upselling/Cross Selling Results of Sales Teams

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Attachments include

An introductory video

Details of the Design Phase,

Brief descriptions of the sub-programs

Results of Key Customer Metrics

**Webpage Link**

[https://youtu.be/udK5VyAl1xg?si=NIFM\\_I7RTwGNawvd](https://youtu.be/udK5VyAl1xg?si=NIFM_I7RTwGNawvd) ([https://youtu.be/udK5VyAl1xg?si=NIFM\\_I7RTwGNawvd](https://youtu.be/udK5VyAl1xg?si=NIFM_I7RTwGNawvd))

**Would you like to add an additional webpage link?**

No

**Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/19072/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxOTA3MiwieWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSI6ImInbm9yHkcXRDbB06FaIF8?Meet%20the%20customer%20-%20program%20journey.pptx>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/19073/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxOTA3MywieWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSI6ImInbm9yMeet%20the%20Customer.%20Design%20Process%26%20Sub%20Programs.pptx>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 3**

Download File ([https://stevies-sage.secure-platform.com/file/19073/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxOTA3OCwieWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSI6ImInbm9ynv5RPPNXB1BPRDdv1UJKYU9xGRDW-pyN0?Meet%20the%20customer%20\\_Program%20Map%2011.05.2022.pptx](https://stevies-sage.secure-platform.com/file/19073/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxOTA3OCwieWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSI6ImInbm9ynv5RPPNXB1BPRDdv1UJKYU9xGRDW-pyN0?Meet%20the%20customer%20_Program%20Map%2011.05.2022.pptx))

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 4**

Download File ([https://stevies-sage.secure-platform.com/file/19426/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxOTQyNiwieWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSI6ImInbm9yYmMNoMN1e61CjBZuIthKw?Meet%20the%20Customer\\_Design%20Process.docx](https://stevies-sage.secure-platform.com/file/19426/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxOTQyNiwieWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSI6ImInbm9yYmMNoMN1e61CjBZuIthKw?Meet%20the%20Customer_Design%20Process.docx))

**Would you like to add an additional supporting document?**

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**Supporting Document 5**

Download File (<https://stevies-sage.secure-platform.com/file/19076/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxOTA3NiwieWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSI6ImInbm9yProgram%20target%20and%20roadmap.docx>)

**Would you like to add an additional supporting document?**

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**Supporting Document 6**

Download File (<https://stevies-sage.secure-platform.com/file/19077/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxOTA3NywieWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSI6ImInbm9ydcpMEVd5F6SaCneWU?Meet%20the%20Customer.%20Results.pptx>)

**Would you like to add an additional supporting document?**

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**Supporting Document 7**

Download File (<https://stevies-sage.secure-platform.com/file/19080/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxOTA4MCwieWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSI6ImInbm9ybP8?Meet%20the%20Customer.Go%20Beyond.pptx>)

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