

## Tata Sky Increases its Customer Base by Creating Transformational Content

### In a nutshell

In today's world, corporate employees are plugged into multiple devices in their personal lives more than ever before in their personal lives. When it comes to learning, they expect the same level of digital accessibility and engaging content. Tata Sky was using a traditional approach in their training process which was adversely affecting its business growth. The company decided to look for a single creative services partner who could create transformational content for them and effectively help to upskill its employees and increase the company's subscriber base.

### The Jingalala in Entertainment

Incorporated in 2016, Tata Sky is a joint venture between the Tata Group and The Walt Disney Company. The company is a direct broadband satellite service provider in India. In the year 2009, the company became the first Indian DTH service provider to be awarded the ISO 27001:2005 accreditation, the benchmark for information security.

Tata Sky endeavours to offer Indian viewers a world-class television viewing experience through its television service. The company is one of India's largest DTH operators with 18 million subscribers. And, the company is also the country's leading content distribution platform providing pay-TV services via broadcast and OTT networks to more than 14 million subscribers.

### A Dent in the Learning Curve

For Repeat customers, after-sales service is the key; and the nightmare for any service engineer is to be present at the customer-end and be unaware of a solution to provide. Tata Sky's service team was also facing similar experiences; furthermore, the company's realized that its sales team is also not passably trained and empowered, and hence not ready enough to deliver information to and answer questions for anyone walking in the door. There was an absence of a robust training model which is crucial for both upskilling the employees and creating effective customer engagement support.

The challenge was to provide required updates to their field sales executives and technicians as they nneed to visit customers' locations. To tackle the same, Tata Sky partnered with OneClick to boost the overall productivity in the company.

### Making Learning Truly Anywhere and Anytime

OneClick elevated Tata Sky's traditional employee training program by offering video-based, interactive, and device-agnostic platform. OneClick created a learning platform, that could be used 'on-the-go' and accessed from multiple devices, such as mobile, laptop, tablet, and computer.

The e-learning platform with 2D and 3D modules allowed Tata Sky to organize their content into categories that were easy to find and understand. The solution lets each employee to login to their secure landing page and access video content that they require, allowing for personalized learning and knowledge sharing. Each short, tightly focused lesson enabled busy employees to add learning to their schedules without falling behind on other essential tasks.

The solution empowered Tata Sky to make the best use of its talent pool and share best practices online, in a cost-effective manner.

### The Sky became the Limit

For Tata Sky, OneClick used cutting-edge interactive content technology to create a learning experience that was more engaging and immersive than other skilling techniques Tata Sky's employees have ever got. The solution helped Tata Sky in several ways:

**Reduction in the Training Cost:** Since the e-learning platform didn't require different factors of cost which are involved in offline training, the process becomes cost-efficient.

**Save Time:** As eLearning is not place-bound and can be taken at any time from any internet-connected device, it saved a lot of Airtel's time as well.

**Increase in Employee Engagement:** It's no secret that continuous training can be draining on employees, but with an innovative approach in the process, training was made more interesting, further resulting in more employee engagement.

**Upskilling of Employees:** The e-learning made the information easy to understand. Constant reinforcement and having this data at their fingertips meant a sales or a service rep was never at a loss for information. The platform also improved the soft skills of the employees.

**Boost the level of Customer Satisfaction:** Upskilled employees are typically more invested in the company, they promote the corporate brand within the organization and to the customers, increasing the level of customer satisfaction.

**Induct new employees better:** Onboarding is a major initiative for sales leaders. Rather than trying to cram new rep's brains full of everything they'll ever need to know, they were supported by OneClick to learn fast with the information they use and get them in the field.

**Increase Revenue:** As the solution enabled both the sales and the service team well informed with products & services, the later also became skilled enough to drive sales.

