Case Study

OLA DRIVERS

Driver Partners respond to the need for Upskilling in spoken English for superior Customer Experience OLA Drivers:

A lesson in customer Experience.

Multibhashi
Language Learning Simplified

At a Glance

OLA

OLA is the leading cab-aggregator in India and one of the most recognized home-grown global brands to have emerged from the Indian startup ecosystem in the past 4 years. It's meteoric rise into a multi-Billion $ company has been corroborated by investments from marquee global investors and it's consistent increase in Valuations thanks its burgeoning customer base ....as well as driver partner base.

Context

Being a cab-aggregator, OLA has to keep pace with the ever-increasing customer-base by onboarding supply partners - its drivers. These drivers owe their origin to local regions adept in colloquial language whose past profession has been driving cars or Auto rickshaws! The current breed of drivers is aggressively picking up on Technology touchpoints such as : Smartphones, Chat, Video, Google Maps Navigation and many more despite being from native backgrounds whose speech skills are limited to Indian Vernacular languages such as : Kannada, Tamil, Telugu, Malayalam or even Hindi. These drivers are trained (as part of Ola's Onboarding SoP) regularly regarding the usage of Partner App, Route navigation using Maps, Order Acknowledgement, Response, and Situation Troubleshooting etc... However, a deeper peak into the Drivers' psyche' reveals that more needs to be done!

Goal

Driver partners of OLA get onboarded and trained as part of its active Partner outreach Program via Experiential as well as Technology touchpoints on an ongoing basis. These drivers within the OLA realm have realised the need for Customer Experience starting from superior interaction with the customer(s) resulting in better customer ratings to higher frequency of prospective business from Corporate & niche clients. They realised the need to Upskill in spoken-English - the single most critical touchpoint with a majority of their customers. This was discovered during Primary Field Research conducted by Multibhashi with the objective to identify gaps (if any) within the drivers' training regimen that required to be bolstered to enhance Business QoS, Sustainance, Longevity and repeat-value for the benefit of all stakeholders : Customers, drivers themselves

and in turn OLA. Surprisingly, the drivers had the answers to these Management questions when Multibhashi was chosen for the Field Research!
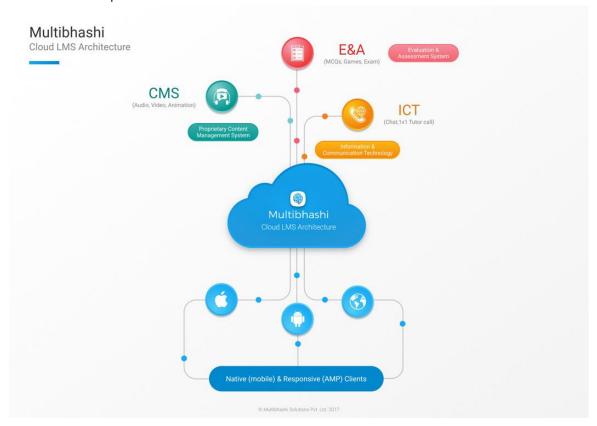
Approach

Multibhashi interacted with drivers across different language backgrounds, rating, age-groups & demographics to quickly scope out the pain-points faced by them during real-world interactions with the customer and how the learning content needed to be fortified with relevant content and structure so as to effectively & efficiently train them on-the-job during their spare time between rides without the need for classroom training approach. The training material of Multibhashi exposed to them included spoken-English as well as job-role specific use-case scenarios that are relevant to drivers' interaction with customers via role-play, anecdotal analogies and reinforcement quizzes all of which was imparted in a colloquial medium of instruction and gradually calibrated to pure-play spoken-English with increasing comfort level of the learner's adaptability.

Solution

Technology Deployed

- Cloud-based Learning Management System for self-paced Learning via their Mobile phones connected via SIM data.

- Indic to Anglic Content was developed by empanelled linguist experts who structured it into comprehensible chunks of concepts and real-world job-role based applied learning was imparted in byte-sized chunks of interactive audio-visual content cards to maintain an easy User-experience for the learner. Adaptive learning was activated to display content complexity based on the learner's comprehensibility which is measured via proprietary algorithms in real-time as part of the continuous assessment in the background.

- Learners are subjected to Text, Audio, Video, Memory Cards, Quizzes, Interactive cards and the outcome managed via seamless Evaluation & Assessment components interwoven within each concept & reinforcement.

About

Multibhashi

Multibhashi is a simplified Language learning platform for

•   Upskilling vernacular speakers in spoken-English

•   Refinement of vernacular speakers in their own Indic language usage & associated etiquettes and soft-skills.

Multibhashi is a Technology platform that imparts impactful Content designed by its empanelled Linguist experts across major Indian languages imparted via Cloud LMS, Cloud telephony, Streaming Video, Real-time Chat, Experiential Learning, Gamification & Interactive evaluation leading to Adaptive Learning by the user. Multibhashi also undertakes bespoke services such as Content Localisation, Corporate Training in Indic Vernacular for rural outreach / marketing businesses such as Telemarketing, BPO, e-commerce etc...