



## Press Release

### **Home Credit rolls out “Live the Experience” POS program**

-Top management swap roles with the sales team to understand customer experiences-

**New Delhi, July 18,2016: Home Credit India Finance Pvt. Ltd., India’s fastest-growing Non-Banking Financial Company (NBFC)** has undertaken an innovative “**Live the Experience**” exercise to understand and improve customer experience. With an aim to understand the minute details of sales processes in India, the senior management team of the company spent a day at the company’s POS centers in Bhajanpura and Dishad Garden areas in East Delhi. The ‘**Live the Experience**’ initiative focused on understanding the gaps in the company’s processes and making every customer’s journey, a delightful one. The service improvement program involved the senior management of the company, who positioned themselves at the POS centers and dealt with customers like a regular sales team. The team consisted of **Mr. Tomas Hrdlicka, CMO, Chief Sales Officer, Mr. Milan Urbasek, COO, Mr. Sorin Stanciu, Head- CRM, Ms. Martina Kaderabkova, Chief Quality Management Officer and Ms. Simran Soni, Chief Customer Experience Officer.**

Speaking about the experience, **Mr. Tomas Hrdlicka, CMO, Home Credit India Finance Pvt. Ltd.** said, “Customer Satisfaction is one of the key building blocks of our whole philosophy and we always strive to add value to every transaction with our customers. We undertook this program in order to understand the day to day operations at the grass roots level and to improve our processes in order to enhance the customer experience. Our experience of working as a sales team at the POS centers has given us valuable insights into the minds of the customers and their expectations from us. We take back immense learning and will ensure that we implement the best practices and make all our processes customer centric.”

Home Credit aims to drive credit penetration by offering simple, transparent and accessible loans for [mobile phones](#), [home appliances](#), [laptops and two-wheelers](#). Besides India, Home Credit B.V has operations in 10 countries across Europe, Asia and North America. The company is currently operating [in Delhi NCR, Jalandhar, Chandigarh, Ludhiana, Jaipur, Lucknow, Pune, Bhopal, Indore, Kanpur, Mumbai, Ahmedabad, Bangalore, Coimbatore, Jodhpur, Hyderabad, Chennai, Kota, Jabalpur, Kochi, Agra, Nagpur, Raipur, Surat, Nashik, Mysore, Madurai, Vizag, Vadodara, Rajkot](#) and will soon be present in many more.



**About Home Credit India:**

*[Home Credit India Finance Pvt. Ltd.](http://www.homecredit.co.in) is a leading consumer finance provider that is committed to drive credit penetration and financial inclusion by offering financial solutions that are simple, transparent and accessible to all. One of India's leading Non-Banking Financial Companies (NBFCs), Home Credit India has its operations in nearly 50 cities across 14 states in the country. The company has a strong network of nearly 4,000 Points-of-Sale (PoS) where it services over 800,000 customers through a driven employee base of over 10,000. More information on Home Credit India is available at [www.homecredit.co.in](http://www.homecredit.co.in)*

*Home Credit India is part of Home Credit B.V., an international consumer finance provider with operations in 11 countries across Europe and Asia. The group employs nearly 70,000 employees who have so far served nearly 50 million customers through the vast distribution network comprising over 175,000 points of sale, loan offices, branches and post offices. More information on HCBV is*

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