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Head – Customer Service



HOW LONG HAVE YOU BEEN WORKING WITH BLUE DART?

My journey with Blue Dart began in October 1999.

WHAT IS YOUR ROLE AT BLUE DART? (IN TWO LINES)

I began my career at Blue Dart as a Contact Centre Advisor. From then I worked my way to being the Country Head for Customer Service at Blue Dart.

WHAT IS YOUR KEY PRIORITY IN YOUR ROLE?

My key priority in my role as the Customer Service Head is to ensure that Blue Dart's core value of customer centricity is exhibited in every interaction with a customer. I ensure that all my team members know that they are the face of the company and they represent the company in every conversation they have with a customer. The customer should be considered above all.

WHAT IS THE WORK CULTURE LIKE AT BLUE DART IN TERMS OF FUN AT WORK, SAFETY, RELIABILITY?

Fun at Work -

When people think of working at a logistics company, the only reaction it solicits is one of boredom. However, at Blue Dart our work culture promotes an environment that encourages fun and excitement by organizing various team bonding exercises.

Safety -

At Blue Dart, the safety of all our employees is paramount. All employees are treated equal and fare.

Blue Dart has a good number of women at the workplace, across functions. During the pandemic, the organization's first priority was the psychological and physical safety of all Blue Darters. To ensure safety of frontline staff, we created Standard Operating Procedures (SOPs) to ensure that preventive measures were executed in a systematic way. In fact, we have been able to create a proposition that 'my workplace is a safer and healthier place to be' with all serious efforts on health and safety taken across multiple levels for our employees.

We advised our Senior Leadership Teams to encourage team building initiatives which could be implemented remotely. Over and above this, our HR teams spread regular awareness on Safety First/ POSH with a proper structure in place that included regular training, scheduled, even through the pandemic. We have an open door policy and Whistle Blower policy, which empowers employees and make them feel more secure.

Reliability –

Blue Dart has a significant population of its internal stakeholders, working with the organization for over 20 years now and some who have even been with the organization from Day One. A number of our customers have also been with us ever since our inception in 1983. Blue Dart instills in its employees a culture of Reliability, Resilience and Responsiveness – three qualities that has been the foundation of our service to our internal and external stakeholders. This is why we remain an Employer of Choice, a Provider of Choice and an Investment of Choice. From an employee standpoint, it must be highlighted that even in the midst of a pandemic, our teams did receive their salaries on time with merit based increments as well.

WHAT IS THE GOAL YOU WANT TO ACCOMPLISH WHILE WORKING AT BLUE DART?

My goal is to ensure that our Department is made a Quality Center. Along with my team, I want to build an unparalleled Customer Service Standard at Blue Dart creating a global benchmark. We believe we are the true torch bearers of customer centricity.

WHAT DO YOU THINK WOULD ENCOURAGE MORE WOMEN IN LOGISTICS?

While the gender ratio in the logistics sector has been skewed in the past, there is definitive improvement that can be seen, especially at Blue Dart. Blue Dart has recognised the potential and scope for women in the industry and spared no time in ensuring that women contributed to a significant part of its workforce.

When I first joined the organization, a majority of women were in Customer Service. While the trend remains the same, the number of women in other functions like operations, finance as well as even front line couriers has grown in the last decade.

As an industry, we should look at increasing women's visibility and hire competent women in positions where they have visibility to inspire and encourage other women in the industry.

Our goal is to ensure that we have one or two service centers in the country that are run entirely by women – from branch manager to frontliners to security personnel.

YOU AS A WOMAN EMPLOYEE, WERE THERE ANY CHALLENGES YOU FACED WHILE GOING ABOUT YOUR WORK ON A DAY TO DAY BASIS?

The dynamics of the work environment tend to exert pressure on working women as they tend to cope with two full time jobs – the office as well as their home, this was the case for me as well. There are times when you are working on your career trajectory, moving up the ranks, with an ambitious outlook towards the future, giving your best at work and managing home as well. I faced this too when critical work at office clashed with priorities at home. However, I am blessed to have a great family at work and at home who encouraged my dreams and made sure I could balance both aspects of my life well.

DO YOU THINK PERCEPTION IN THE MARKET HAS CHANGED ABOUT WOMAN WORKERS/ EMPLOYEES?

Yes of-course the perception is changing; however, when we talk with consociates in the industry, we do hear about resistance in recruiting young women in leadership roles as organizations fear that women will prioritize facets of their family over the vital role they will play in the organization's success. This mindset needs to change.

HOW HAS BLUE DART SUPPORTED YOU IN ACHIEVING YOUR DREAMS?

I still remember my interview with Blue Dart, where I was asked the question, “Where do you see yourself, a few years from now?” and my response was, “To take on the position as the Customer Service Head for Blue Dart”.

My team lead, during my early years with Blue Dart, inspired me and later the Regional Customer Service Head, was instrumental in guiding me in achieving my goal. I have been very lucky to have mentors like the current Managing Director and his predecessor, my colleagues across functions as well as customers who helped me charge forward without a worry, helping me unlock my true potential.

'Dream Big, Work hard, Never give up and Focus' was my Mantra then and is still my mantra now.

WHY WOULD YOU WANT MORE FEMALE EMPLOYEES TO JOIN BLUE DART?

Today, women can be seen working across sectors, right from going into space to soaring through the skies as pilots, or driving auto rickshaws or even our women frontliners; there is nothing a woman can't do.

It is heartening to see that at Blue Dart, women are being welcomed and encouraged to take up job roles across functions that may have been perceived earlier to be 'male dominated'.

We are in the Express Logistics Industry. It is service centric and to be the number one brand in this field, we need walk a fine balance of standardization and customization. Women collaborate well, they can handle any complex situation in a responsible manner, they adapt to situations well, have commendable multi-tasking skills and most importantly they have a lot of empathy and that's what we need in the Express Logistics Industry.

ANY WORDS OF ENCOURAGEMENT/ PEARLS OF WISDOM FOR OUR FEMALE COLLEAGUES

If you want to achieve something, be determined and charge forward with confidence as the happiness will not be in what you achieve but what you overcome.