Things not to be practiced as center head: A Case Study.

1. Bad Communication Practice:
   1. Speak to customers with lack of intelligence/content.
   2. Never speak to Security guards/workforce to understand there concern.
   3. Dictate or threat operations or finance wings.
   4. Never Proper reason delivered to customers on issues.
   5. Improper training provided to counselor/agent. (Collecting Money, Quality is compromised)
   6. Rude and direct communication without approval from VP.
2. Harass in situations beyond control: Break chain of process
3. Customer Pricing Inconsistencies.
   1. If the customer is strong head during sales give more discounts, if customer threatens refund else no refund. No analysis of refund cases properly (This will add to quality). Bad Practice used, customer eventually ended up not taking training. Unhappy Customer.
   2. Pricing not properly done, Business Justification None. Rude reply from Center Head.
4. Finance Collection Structure:
   1. No standard processes for finance in distributed centers.
   2. Amount collected from Customers in whatever fashion as desired by counselor/Agent.

Areas Effected: Quality and Branding by these practices.