



**Centum Learning and Matrix Cellular International Services Pvt. Ltd.  
partner together to deliver superior levels of customer service in  
international telephony**

*Matrix Learning Academy set up by Centum Learning to transform the skills of customer interfacing staff to offer exceptional levels of customer experience*

**New Delhi, March 24, 2012:** Centum Learning, has partnered with Matrix Cellular International Services Pvt. Ltd. to establish customer service as a strategic differentiator in the highly competitive telecom service providers.

The two organizations have jointly established the Matrix Learning Academy to transform and improve the skill sets of its customer servicing personnel through an unique initiative 'reCHARGE Do More. Deliver More'. This aims at setting new standards of customer service in a highly competitive and demanding international telephony ecosystem.

The international telephony space today is one experiencing rapid growth and immense internal competition due to the large numbers of players mushrooming everywhere. All telecom service providers, big or small, strive hard to provide a differentiator which will help it gain market share. In such an environment, Matrix Cellular with its emphasis on Customer Service and ensuring that customers are left wanting for more comes across as a breath of fresh air.

Speaking on the success of the academy, **Sanjeev Duggal, CEO & Director**, Centum Learning remarked, "*We are excited to partner with a brand like Matrix who is constantly looking at innovative ways to set new standards in customer service. Establishing the Matrix Learning Academy will help to not just transform but improve the performance of the team at Matrix but will firmly cement their place as one of the premier service providers offering a niche service through elite levels of customer service backed by a great product in a highly competitive sector.*"

The newly launched Academy will train both sales as well as service staff of Matrix Cellular. Close to 1000 team members will be trained by a team of dedicated trainers in the Delhi, Mumbai and Bengaluru offices of Matrix Cellular. Besides training the staff, Centum Learning will also develop a repository of key content that will be used to transform and upskill the current team of customer interfacing personnel at Matrix. The 'reCHARGE Do More. Deliver More' initiative will look to have a definite impact on sales, service delivery and quality of operations in retail franchises. It will also focus firmly on driving the Post paid product portfolio in Voice & Data and Forex. The Matrix Learning Academy will train the Matrix Cellular team in the art of fortifying relationships with customers and community contacts to increase branch visibility which will have a positive impact on sales and revenue growth.

Commenting on the alliance, **Arun Batra, CEO , Matrix Cellular International Services Pvt. Ltd.** said "*As a company, we are young, dynamic and are constantly looking to grow. Resting on our laurels is not an option. We are always looking for ways to improve and better the experience we offer our customers. Keeping this in mind, we decided to partner with Centum Learning who has a proven record with regards to what we are trying to achieve. I am confident that the Matrix Learning Academy will help us to continuously set*



*benchmarks for customer service and be the differentiator in helping us outgun competition."*



**About Centum Learning:** <http://www.centumlearning.com>

Centum Learning, provides end-to-end learning and skill-building solutions aimed at impacting productivity of businesses and the nation at large. Besides, it also provides higher education to youth for transforming the face of modern India.

In the learning domain, Centum Learning's solutions cover the entire spectrum ranging from Learning Process Outsourcing, Custom Content Development, Training through Blended Learning Programmes, Executive Coaching and Performance Coaching to Process Management and Certification. Centum Learning has recently entered into a strategic collaboration with Bharti Airtel, Africa to enhance productivity & business outcome across 15 countries in Africa.

In partnership with National Skill Development Corporation, Centum Learning has also established Centum Workskills India Ltd. to skill 1.2 crore people and make them employable by providing livelihood opportunities.

**About Matrix Cellular International Services Pvt. Ltd.:**

Matrix Cellular International Services Pvt. Ltd. is the leading provider of complete telecommunication solutions for Indians travelling abroad. Matrix provides services in more than 30 countries all around the world and has its offices in more than 40 cities in India. They provide International SIM cards for business travelers, leisure travelers and students in both post-paid and prepaid. They also offer add-on data packs for using internet on mobile phones as well as data cards for accessing internet on your computer. Recently Matrix has forayed into travels card by introducing Matrix Forex card, designed to give the customer a secure and hassle-free travel experience.