



## News Release

### **Centum Learning partners Bharti airtel to enhance their customer experience**

- **Covered a large no. of airtel's employees and partner across all businesses through multiple learning programmes over four years**
- **Over 60, 000 participants covered under airtel Sales University, established jointly with Bharti airtel in 2009**

**New Delhi, November 30, 2010:** Centum Learning has partnered with Bharti airtel, a leading global telecommunications company with operations in 19 countries across Asia and Africa, in its accelerated growth path by building a large pool of highly skilled and competent professionals. It has already trained a large no. of airtel's employees and partners across all businesses including channel partners, distributors, outsourced partners and employees of its subsidiary through multiple learning programmes.

Centum Learning has worked closely with airtel to set up Corporate Universities such as airtel Sales University and Enterprise University and aligned multiple learning initiatives to the strategic objectives of airtel's key business including Mobile Services, Telemedia Services, Enterprises Services and airtel digital TV.

**Commenting on the partnership, Krish Shankar, Director – Human Resources, Bharti airtel, India and South East Asia** said "Our partnership with Centum Learning reinforces our strategic intent to deliver value and high quality services to our customers. As we strengthen our foothold in India as a leader in telecom domain, we are also committed to ensure that branded customer experience emerges as one of the critical differentiators. Systematic training and retraining, certification, measurement of results for over 60,000 employees is a mammoth task which requires exceptional caliber and experience."

**Sanjeev Duggal, CEO & Executive Director, Centum Learning** added "We, at Centum Learning, are proud to have achieved many impressive accomplishment with Bharti airtel. We shall continue to align with airtel's core strategy to transform customer experience of 140 million subscribers across India. I am confident we would continue to strengthen our relationship and make a transformational impact on airtel in years to come."

Centum Learning undertakes many critical initiatives to facilitate enhancement of business outcomes across the country for Bharti airtel. Recently, airtel's HP Circle engaged with Centum Learning to enhance the Retail Effectiveness Index (REI) and ensure flawless territory management. An innovative project 'Parivartan' was implemented which enhanced market visibility by 46%. Similarly Project Milaap, initiated jointly by the two organisations and its partner agencies to maximize revenue collection,



reduce bad debts and enhance customer satisfaction scores resulted in reducing bad debts to 0.15% and increasing revenue collection to 105%.

With more than 400 learning and development specialists located pan India, Centum Learning currently works with Bharti airtel and other Bharti Group companies like Bharti AXA Life Insurance, Bharti AXA Investment Managers, Bharti Walmart, Bharti Retail, Bharti Infratel, Comviva Technologies, Bharti Del Monte, Bharti Realty and Bharti Foundation to impact business goals in a dynamic environment. Besides, it partners a host of other leading organizations for their learning requirements.

### **About Centum Learning Limited**

Centum Learning, a Bharti Associate Company, 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.

In the higher education domain, it has set up more than 150 Centum Learning Centres in 90 cities spread across India to enhance employability and bridge the talent gap. Centum Learning has recently launched Centum U - Institute of Management & Creative Studies, which offers undergraduate and postgraduate programmes in association with globally acclaimed universities and institutes. In partnership with National Skill Development Corporation, Centum Learning has also established Centum WorkSkills India Limited to skill 1.2 crore people and make them employable by providing livelihood opportunities. To know more visit [www.centumlearning.com](http://www.centumlearning.com)

### **About Bharti airtel Limited**

Bharti airtel Limited is a leading global telecommunications company with operations in 19 countries across Asia and Africa. The company offers mobile voice & data services, fixed line, high speed broadband, IPTV, DTH, turnkey telecom solutions for enterprises and national & international long distance services to carriers. Bharti airtel has been ranked among the six best performing technology companies in the world by BusinessWeek. Bharti airtel had 200 million customers across its operations. To know more visit [www.airtel.in](http://www.airtel.in)