

CDC in migration consultancy

The unmatched 'client committed' company

An age old Chinese proverb advocates that a person who hasn't the inclination to smile should not open a shop. The success one reaps in the business world has much to do with maintaining good relations between the business and its clientele. Anyone who goes in to the office of the leading migration consultancy company 'Career Development Centre' will certainly find proof of smiling, courteous, and helpful service. But it's not just about 'putting on' and maintaining smiles as the CDC's dynamic Managing Directress Unee Samanthika Pathirage points out when it comes to developing a success story in the world of entrepreneurship.

CDC (www.cdclanka.lk) has been enjoying a reputation as the name that steadily grew over a decade of being in business into the leading migration consultancy firm in respect of Australian migration. The company's outlook is to be in continual improvement and keep adding to the enhancement of the customer's satisfaction through better customer service and efficient delivery. It has been the secret to CDC's success and will no doubt be the heart that guides the path of its journey in migration consultancy.

One of the drawbacks in the field of overseas migration consultancy as the MD of CDC points out is that consultants tend to be very eager to make

promises to get clients but afterwards do not show the same enthusiasm in dedicating continuous attention to the client's application. Many are the Sri Lankan hopeful migrants to Australia who have turned to CDC to rescue their dream of going overseas to seek a better life even after having paid other consultancy firms 'advance payments' when they found that the job simply want being done properly.

CDC has now implemented a new system of customer service and application handling that was devised on the findings of a 'customer survey' conducted some time ago. The far thinking and visionary planning of CDC's MD has seen that the future of the business depends on how much of a better service can be offered by a migration consultancy firm. It is very much in this sense a matter to do with honest, efficient and committed service which finally satisfies the customer to make them feel their money was well spent.

CDC which always ensures a close communication link is always maintained between the client and the migration consultant who handles the application has now developed its system according to some new principles of system implementation which has been in operation for the past three months and has reaped remarkable div-

idends. The general goal is to increase the service quality and strengthen the communication link between the client and the consultant. The use of ICT selected on the basis of efficiency to suit the situation also becomes a factor in this respect.

Every applicant is assured of his or her application being handled by a senior consultant who personally sees to the matter from day one to the very last. Client satisfaction is the central focus of the strategy that CDC devises to ensure the applicant does not find the process a hassle and bothersome. The new system has incorporated a method of getting an associated group of internal as well as external personnel involved in the process of assessing and perfecting the application for submission to ensure maximum results. The outsourced work is of course closely monitored by CDC and the senior consultant personally assures that the application is in the right hands and on the correct path.

The unique customer satisfaction centric developments in the system of CDC are truly unmatched and gains its credibility on the fact that it addresses the client's concerns based on what the customer declares to be his or her priorities. The next stage to CDC's 'organisational development' is to further the 'customer satisfaction focused approach' while ensuring that the customer is always made to realise that a pragmatic method is what CDC believes in and not making empty promises to pretentiously please customers and let them down later.

Some of the concerns that affect clients are the time they can afford to spend coming to the office to have regular consultation sessions which is a pressing issue in today's context of busy work schedules that keeps people bound to their workplaces from

nine to five, and beyond! The system devised by CDC is flexible and caters to meet the time constraints of the client. Skype based communication which the consultant is ready to commit to round the clock has ensured a smoother process of timely consultancy sessions which do not impinge on the client's schedules while ensuring efficient application processing and submission.

There are clients, who according to Mrs. Pathirage, come to the office personally only for their very first meeting, while afterwards the consultations are facilitated through the numerous modes of modern communication. "Thereafter the next time we see some of them is when they come to our office with flower bouquets and cakes as thank you gestures to say that their application has been successful. And that they are getting ready to pack their bags to leave for Australia." Mrs. Pathirage noted with a fulsome smile indicating that her moments of job satisfaction are fulfilled when she knows that CDC has helped made another client's dream of overseas migration come true.

The notice board at the CDC office tells the company's journey through the years. The numerous thank you cards sent from their clients after migrating overseas, settled in to a happy and comfortable life with pictures of their new life in greener pastures are surely the company's most treasured accolades.

"We have actually even reduced our advertising budget since our growing clientele has shown that we don't need to stress on advertisements that much. Also our clients have become a word of mouth means to let potential clients to know of our services and how we keep to our word."

CDC's CEO observed stressing on how the CDC is a place that does not neglect the ones who may despair that their applications may now be cast aside when sudden migration policy changes are declared from the Australian authorities. The CDC ensures that their priorities do not swing with policy changes from Australia and that every applicant matters to them and will not be let down simply because extra effort

has to be put in to make them successful submissions.

In this regard Mrs. Pathirage stated "We believe it is the trust and confidence factor between the client and the consultant that affects the outcome of the application. The gap between them has to be reduced. The focus area for us is 'better communication', which some clients confess they have not found with various other consultants. We can proudly say that our approach has ensured that our clients can be satisfied that we build the trust and confidence between us and them. After all, every application is a new mission. And both sides need to contribute to the operation."

CDC is not a name in Australian migration consultancy limited to our shores alone. CDC is a local operation gone international being a consultancy

service that has been operating in India for several years now. CDC's Indian clientele portfolio has also, under the principles of Mrs. Pathirage's approach to application assessments and client consultancy, been constantly growing. The new system and its approaches will surely bring in tremendous improvements to the operations in India as CDC's reach in migration consultancy keeps spreading its wings, and reaching newer heights.

The new principles that will drive the new system will lessen the pressure on the client and add more burden to the CDC staff. Being an entrepreneur who believes that customer satisfaction and efficient service are two irreplaceable ingredients for success the CDC's proprietor notes happily "The new improvements will mean more work for us and less worrying for the client."

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