

Koenig unveils first of its kind Happiness Guarantee Promise to customers

March 20, is international Happiness Day, Koenig an IT Training company unveils first of its kind Happiness Guarantee Promise to customers

KOENIG
step forward



What does one acquire education for? Some may say to augment material success, others may insist to gain knowledge and bridge the distance between being qualified and employable. However, Koenig, a reputed Delhi-based IT company believes that education is lacking in its goal if it doesn't add to your happiness quotient.

After years of working with major IT giants and providing IT training to a large number of students, Koenig has unveiled a unique Happiness Guarantee promise to its customers.

With this Guarantee, Koenig takes upon itself to ensure that all students enrolled at its training centers in Delhi and Bangalore are not just happy with the service but also happier after attending the course because of the progress they make in their career. At a time when education is being transformed and repackaged into a product by providers, this is a unique and first-of-its kind Guarantee from an IT Training Company that believes that education is the only service that can help individuals achieve long-term happiness.

You may have heard training providers guarantee the best curriculum, and best instructors but have you heard a service provider guarantee the best satisfaction? What is unique about this guarantee is that Koenig has taken upon itself to guarantee happiness which is an inner state-of-being.

“It is milestone for Koenig. For the past many years, Koenig has been trying its best to ensure that our customers are happy. We have now decided to go upfront about it. We now Guarantee Happiness to our customers. This approach is aligned with the mission of our company to Make the World a Better Place. The world cannot be better unless it is also happier. If any service can, education can ensure long-term happiness of people. In fact, education is of no use unless it contributes to the happiness of the recipient,” says **Mr. Rohit Aggarwal, Founder and CEO of Koenig.**

He might be the CEO of the company, but Rohit prefers to call himself a Chief Helping Officer. “We want to start the trend amongst IT training companies to guarantee happiness to their students. We think this will prove to be the panacea for the industry because it suffers from lack of credibility due to past performance on its promises to the students. It is our belief that in times to come, companies will have no choice but to Guarantee Happiness to their customers,” he adds.

True education is one that enlightens, empowers and provides a deep sense of satisfaction. Koenig works with IT companies, training their employees to upgrade their technical capabilities with an aim to ensure that each individual student gets the knowledge most needed by him/her for progress in his work and career.

Guaranteeing happiness is a first in an industry that is crowded with service providers, yet lacks credibility and trustworthiness. The initiative marks an important first step towards bringing more accountability to the industry as it forces other players to take stock of their services and the satisfaction they are providing to their customers. Offering the true value for time and money is an important proposition that needs to be adopted by the industry at large.

Koenig’s ultimate principle is to contribute to making the World a Happier Place; the underlying belief being that Success Doesn't Guarantee Happiness. It's Happiness that yields Success in Life!