

Case Study: Staffing solutions for one of the telecom clients

Background

Our client is a JV of a global leader in telecom industry and an Indian business house. In India their operations are spread across many states and managed through over 100 regional offices. The client faced many challenges from existing vendor including on cost which latter could not resolve.

Additionally, the client was expanding into remote areas in Uttar Pradesh (UP) where reaching itself was a challenge.



Service Offered: Staffing

Challenges	Solutions	Results
<ul style="list-style-type: none"> Multiple clients: While client was one entity, actual clients were the 350-500 thinly spread distributors of client. Cost: Client wanted to reduce cost incurred on associates' salaries. No Existing presence : GiSS did not have presence in the areas where distributors were spread. Bulk on-boarding: Approximately 200 associates were to be on boarded across rural areas in U.P. in first shot. Vast Geography - Candidates were located in the highly remote areas in UP across an area of 300 sq.km. 	<ul style="list-style-type: none"> Our teams travelled in remote areas of UP (having no roads, and no electricity) and convinced the >350 distributors, tied-up with them and did all joining formalities. Helped client expand into new zones every 2 months. Separate invoicing for the 350-500 distributors and maintaining daily tracker by Finance - Operations team. Tie-up with different banks, in remote areas for salary accounts. Deployed dedicated team to support business deliverables. Deployed team member 'on-site' to directly and swiftly handle queries. Customized Induction Kits and documents to provide easy resolution to queries of Associates. Undertook seamless transition of Associates on our rolls and ensured all activities were conducted within defined timelines, in cost effective ways. 	<ul style="list-style-type: none"> Over 200 associates were taken on rolls within first 2 months. 90-95% salaries transferred in bank accounts in first month. Saved about INR 7mn for client, leading to business growing 5-fold in 9 months. Employees who were migrated to off-rolls experienced superior service quality and high satisfaction levels.

At a Glance

Number of associates deployed : 200 growing to 950, across ~120 towns/ villages in a 300 sq.km. area
 Distributors (Sub-clients) : 500 | Project duration: Ongoing