

Deployed **7600+** **Associates** in Two Quarters for One of the **Largest** **Card Issuers** in India



BACKGROUND

- ◆ The client is india's second largest card issuer.
- ◆ They are a part of india's largest financial institution.
- ◆ The client have targeted approach form HNI to mass card customers.
- ◆ They multiple variety of cards from lifestyle, rewards, shopping, travel and fuel to business cards.

ISSUES

- ◆ The client has suboptimal processes of hiring, payroll processing and governance.
- ◆ Complexity in process took away significant time from associate and impacting associate productivity.
- ◆ Facing challenges in terms of attracting, retaining and engaging associates.
- ◆ Vendor-Associate had a major disconnect, no defined escalation mechanism.
- ◆ Inability to access and report consolidated productivity data centrally due to multiple vendor systems.

SOLUTION

- ◆ Standardization of staffing operations and tailored bulk hiring approach.
- ◆ Hired associates across major cities with 63 recruiters dedicate to client.
- ◆ Enabled Chatbot which resolves 70% of the associates frequently asked queries in minutes.
- ◆ Designed strong compliance framework with accordance to RBI guidelines.
- ◆ Provided Infra solution for more than 20+ locations across India.

OUTCOME

- ◆ Onboarded 7600+ associates in two quarter.
- ◆ Adherence to 100% compliance norms with streamlined and transparent processes.
- ◆ Consistency in delivering 1200+ associates every month from last 6 months.
- ◆ Improved attrition rate that curtailed hiring cost that optimized the overall cost.