

# Empowering Workforce for a leading Home Appliances Company



## BACKGROUND

The client is an Indian multinational home appliances company headquartered in Mumbai.

It designs, develops, manufactures and sells products including air conditioners, air coolers, refrigerators, washing machines, dishwashers, microwaves, air purifiers, water dispensers.

## ISSUES

Multiple vendor management made it difficult for the client for smooth function.

Compliances were not adhered to.

Sourcing and mobilization of the right talent was challenging.

Client was in expansion mode and was looking at doubling its in-store promoter headcount



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## SOLUTION

- Sales workforce automation and attendance management tools were implemented to streamline sales operations and track performance.
- A dedicated recruitment team was set up to ensure the best talent is hired.
- To support sales initiatives, a platform specifically tailored for sales management was developed.
- Training programs were offered to enhance learning and development, with in-person training sessions led by our experienced trainers.
- Deployed a dedicated team of 2 on-site and 1 program manager for better execution.



## OUTCOME

1,300+ associates were successfully onboarded in March and TeamLease got additional pipeline as well.

West and South Zones were given dedicatedly to TeamLease.

In Store promoters could now efficiently manage their work by uploading sales activities, marking attendance and leaves, and viewing their target versus achievement performance.