

Case Study: Staffing solutions for a unique business in media and analytics

Background

The organization has a pioneering concept to offer highly personalized professional information services, specially designed to support the farming community. It provides expert information to farmers at every stage of their crop cycle right from pre-sowing to selling of the crops thus enabling the farmers to take informed decisions. The client was keen to upgrade and enhance the HR support services being provided to their Fixed Term/Contractual Employees to ensure better productivity and good employee retention. For this it was decided to migrate client's employees to Gi Group's payroll.



Service Offered: Staffing

Challenges	Solutions	Results
<ul style="list-style-type: none"> Migration process- The entire process of Induction and Joining was to be completed within a strict timeline. It was to be skillfully handled to limit any attrition during the process Far flung geographies- Considering the user base comprising of farmers, most of them were spread across the interior locations of Tier II & Tier III cities of Maharashtra Legal compliance- A strict format was to be followed to ensure compliance to all prevailing statutory labour norms including minimum wages, statutory deductions for PF, ESIC etc. 	<ul style="list-style-type: none"> Mapping- quick scan of existing situation and time spent with current farmers and employees to assess current practices Salary restructuring- new salary structures designed, that complied to statutory norms, resulted into higher level of confidence in associates Multiple teams formed, with good regional dialect and travelled to various client locations Deployed team member 'on-site' to directly and swiftly handle queries Customized Induction Kits and documents to provide easy resolution to queries 	<ul style="list-style-type: none"> Effective process management led to successful migration of all associates on our rolls The quick and effective service led to increased business for our client and Gi Group was made an exclusive service partner for pan-India operations; 12 more states were given to the team for migration Realization of goal resulted into client availing other services from us, such as permanent hiring, market surveys etc.

At a Glance

Number of associates deployed: 500; across interiors of 200 Towns/Cities and across 13 States

Functions serviced: Sales, Market Research, Information Collation, Customer Services and Support functions