MOKSHAYANI.AI
PLAYBOOK 2024

Problem 1: Decline in Employee Engagement

Challenge: In early 2023, the company saw a 15% decline in employee engagement scores, which affected productivity and morale.

Actions Taken:

- Conducted employee surveys to understand the root cause.
- Introduced a flexible work policy to improve work-life balance.
- Organized regular team-building activities to foster collaboration.
  What Worked:
- The flexible work policy led to a 25% increase in engagement.
- Regular feedback sessions helped identify specific employee concerns.
  What Didn't Work:
- The initial idea of mandatory team-building activities led to complaints, as employees felt it was forced.
  Final Decision/Outcome:
- Made team-building activities optional and focused more on flexible working hours, leading to a successful rebound in employee satisfaction.

Problem 2: Slow Product Development Cycle

Challenge: The company struggled with slow product development timelines, with projects consistently missing deadlines by 20%.

Actions Taken:

- Implemented Agile methodology to improve iteration speed.
- Hired additional project managers to oversee development teams.
- Introduced new product management software to track progress.
  What Worked:
- Agile methodology helped reduce development cycle times by 30%.
- The software provided clear progress tracking, leading to fewer bottlenecks.
  What Didn't Work:
- Hiring additional managers initially created redundancy and confusion in team roles.
  Final Decision/Outcome:
- Reduced the number of project managers and focused on empowering existing team leads, resulting in faster decision-making and improved timelines.

Problem 3: Declining Customer Satisfaction Ratings

Challenge: Customer satisfaction ratings dropped by 10% in late 2022 due to longer response times in customer service.

Actions Taken:

- Invested in AI chatbots to handle simple customer queries.
- Expanded the customer service team to reduce wait times.
- Created a customer feedback system for continuous improvement.
  What Worked:
- AI chatbots successfully resolved 40% of simple queries, freeing up human agents.
- The expanded team reduced average response times by 15%.
  What Didn't Work:
- The initial chatbot responses were too generic, causing frustration for more complex queries.
  Final Decision/Outcome:
- Fine-tuned the AI responses based on customer feedback and provided agents with more training, leading to a 12% improvement in customer satisfaction.

Problem 4: Revenue Plateau in Key Markets

Challenge: In 2021, the company's revenue growth plateaued in key markets due to increased competition.

Actions Taken:

- Launched aggressive marketing campaigns targeted at younger demographics.
- Expanded product offerings to appeal to new customer segments.
- Invested in partnerships with local influencers to build brand awareness.
  What Worked:
- The influencer marketing campaign drove a 15% increase in market share among millennials.
- Expanding product offerings led to a 20% revenue growth in Q4.
  What Didn't Work:
- The marketing campaigns in some regions did not resonate with local cultures, leading to lower-than-expected returns.
  Final Decision/Outcome:
- Shifted focus from mass campaigns to more localized, targeted strategies that aligned with regional preferences, resulting in steady growth.

Problem 5: High Employee Turnover in Sales Department

Challenge: In 2020, the sales department faced a 25% employee turnover rate,

which negatively impacted revenue and client relationships.

Actions Taken:

- Increased compensation packages and introduced performance-based incentives.
- Revamped onboarding programs to better equip new hires for success.
- Conducted exit interviews to understand why employees were leaving.

  What Worked:
- The new incentive structure boosted morale and led to a 10% reduction in turnover.
- Improved onboarding programs resulted in faster integration of new employees.

  What Didn't Work:
- The initial compensation increase was not enough to retain some top performers who were poached by competitors.

  Final Decision/Outcome:
- Further adjusted compensation and placed a stronger focus on career development opportunities within the company, leading to a 15% drop in turnover by the end of 2021.