





# Encased 1.0

TEAM  
THINKERS

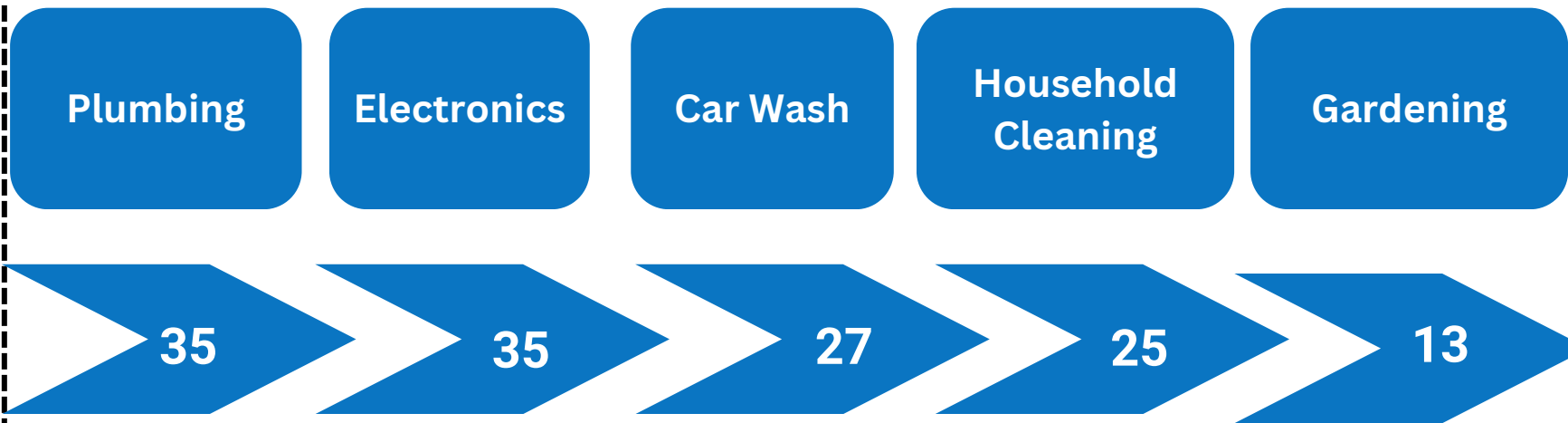


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## COMPETITOR ANALYSIS

Metrics 	 Abhicares	 Urban Company	 Local Providers
Market Presence	Tier-3	Tier-1 & 2	Localised
Digital Literacy focus	High	Medium	Low
Service Portfolios	Moderate	High	Limited
Training Programs	Planned	Yes	No

## Estimating demand for each sector in Darbhanga district



*"Abhicare: Bringing Expert Care to Every Corner of Your Home."*

## Challenges

Resistance from Existing Local Players

1

Market Competition

2

Operational Challenges

3

Scalability Issues

4

App Adoption and Usability

3

Customer Acquisition Challenges

3

## Solutions

- Partner with them instead of competing by onboarding them
- Highlight the benefits of increased visibility and customer base through your platform.
- Offer introductory incentives to encourage participation

- Unique Value Proposition (UVP): Highlight affordability, localized support, or better service quality.
- Customer-Centric Approach: Focus on consistent, reliable, and personalized services.

- Real-Time Dashboard: monitor bookings, customer feedback, and partner ratings in real time.
- Customer Support: Set up dedicated helpline for issue resolution
- Automation: Automate scheduling, payment, and notification

- Standardized Processes: Create a replicable onboarding system.
- Pilot Programs: Test new markets with small-scale operations
- Feedback Loops: Use feedback to adapt to regional preferences.

- Offer Whatsapp-based customer support
- Onboarding Tutorials: Offer step-by-step guides & videos
- Multilingual Support: Ensure the app is available in local languages

- Localized Marketing: Partner with local influencers and businesses
- Referral Programs: Offer incentives for customers referring
- Freemium Models: Provide a limited service for free initially

## Partner Profile

### GHANSHYAM



- Work Experience: **10 yr+**
- **High Skilled**
- **Strong customer base**
- Require less training

### RAMESH



- Work Experience: **1 yr+**
- **Low Skilled**
- **No customer base**
- Require extensive training

### CHANDAN



- Work Experience: **5 yr+**
- **Moderately Skilled**
- **Small customer base**
- Highest ease of onboarding

### Reason for Priority

- Chandan requires minimal training investment, is easy to convince, and can leverage his skillset to train other team members.

High Priority

## Partner Onboarding and Strengthening



### Step 1: Recruitment

How to identify the appropriate partner

#### Solution:

- 7-Day Assessment Phase:** Evaluate the hard and soft skills of new partners.
- Conduct a **practical test** relevant to the **service** (e.g., **plumbing, carpentry**, etc.).
  - Evaluate **problem-solving ability, technical accuracy, and speed**.
  - Use simulation-based tasks (e.g., mock installations or repairs).



### Step 2: Onboarding

Difficulty in making partners understand company policies and systems

#### Solution:

- 21-Day Training Program:** Train partners to achieve expertise in one specific skill.
- Week 1-2:** hands-on technical workshops led by senior partners.
- Week 3:** Field-based training where new partners shadow senior partners during live services.
- Daily performance tracking and progress monitoring.**



### Step 3: Training & Upskilling

How to train and upskill partners effectively, especially those with low technical skills

#### Solution:

- Promotion to Junior Partner**
- Criteria:** Approval from the senior partner during the third week of training. Senior partners conduct periodic quality checks to ensure service standards.
- Post 6-Month Service Period:** Eligibility for Field Change or Promotion: Partners with a good rating



### Step 4: Retention & Motivation

Retaining partners and preventing them from bypassing the platform

#### Solution:

- Stipend/Minimum Base Salary:** Ensure financial stability during training. Certification after successful training completion.
- 7-Month Service Period:** Performance-based incentives for customer ratings and repeat bookings.
- Skill enhancement workshops every quarter to stay updated with trends.**



### Step 5: Performance Monitoring

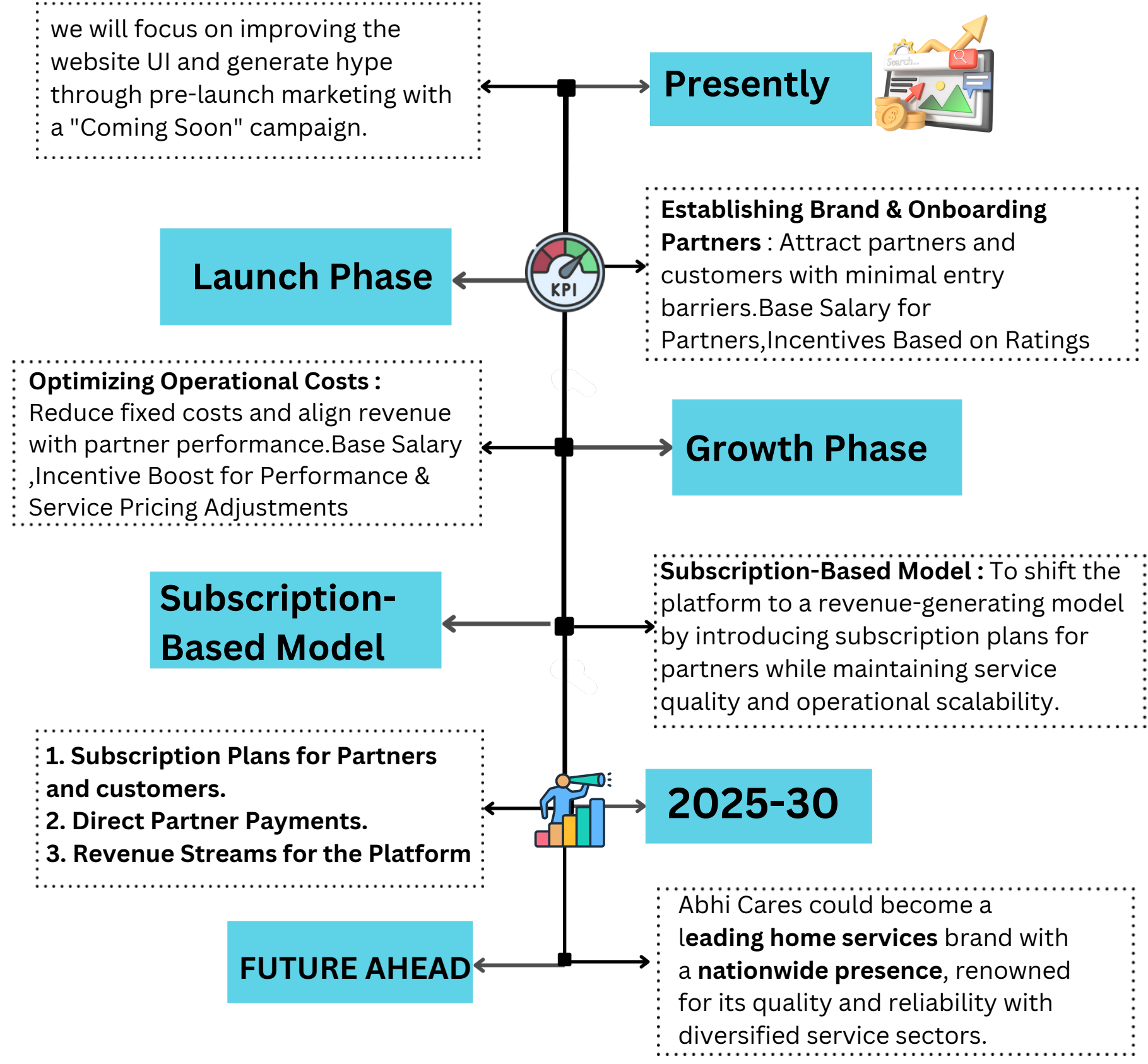
Maintaining quality and consistency in partner performance

#### Solution:

- Implement a **robust quality-check process**, with senior partners auditing the first few jobs done by new partners.
- Collect immediate customer feedback post-service and act on it promptly.
- Offer regular refresher training programs for existing partners.



## Phase-wise Roadmap



## Proposed Formula for Overall Rating:

**Overall Rating** = **Repeat Customer Score** × 0.5 + **Hard skills rating** × 0.3 + **Soft skills rating** × 0.2

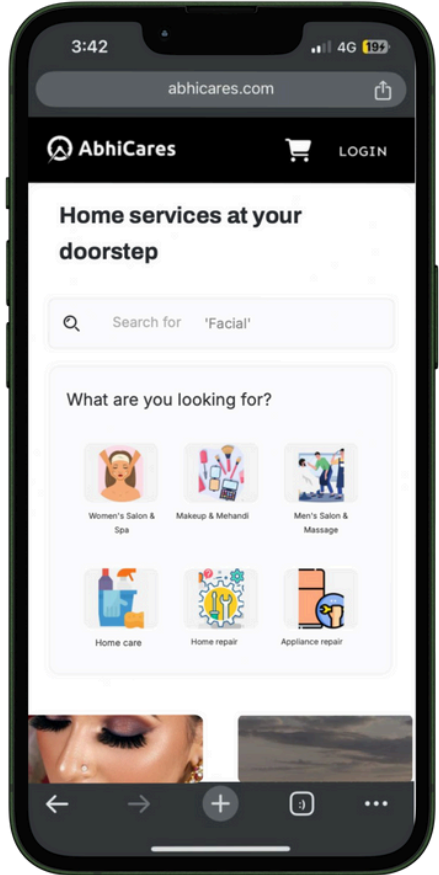
**Repeat Customer Score** =  $\frac{\sum (\text{Rating given by repeat customer} \times \text{Number of repeat bookings by customer})}{\text{Total number of repeat bookings by all customers}}$

**Hard skills rating** = hard skill rating given during quality checks

**Soft skills rating** = average of ratings from customer feedback on attributes like communication, politeness

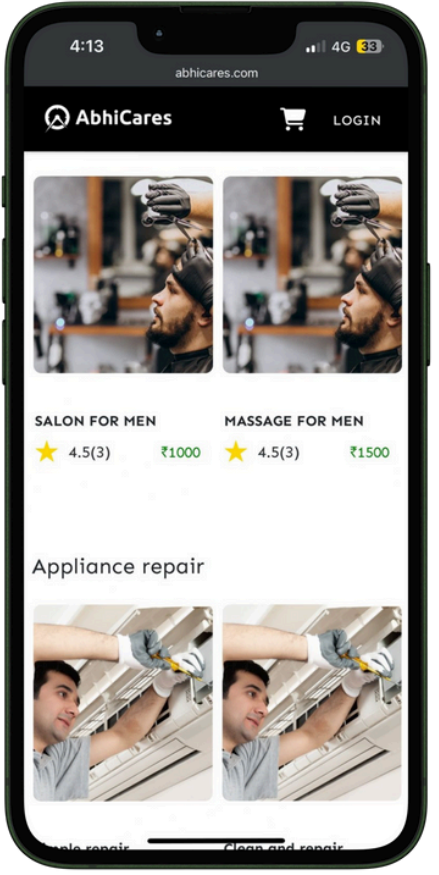
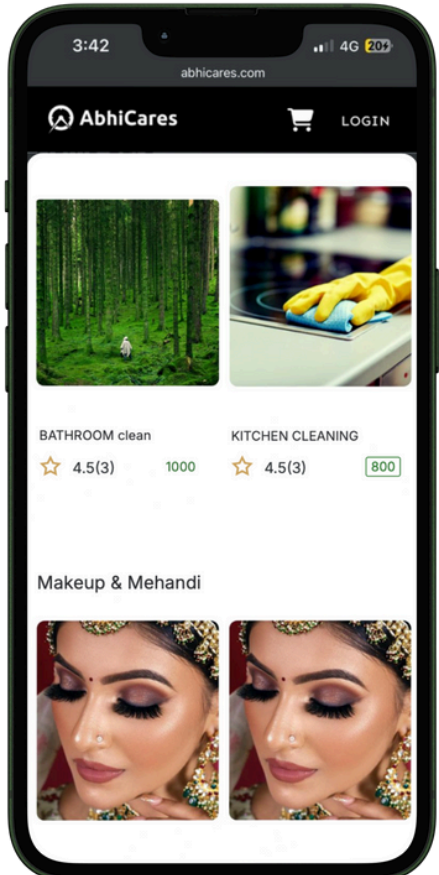
**Why Give More Weight to Repeat Customers?**

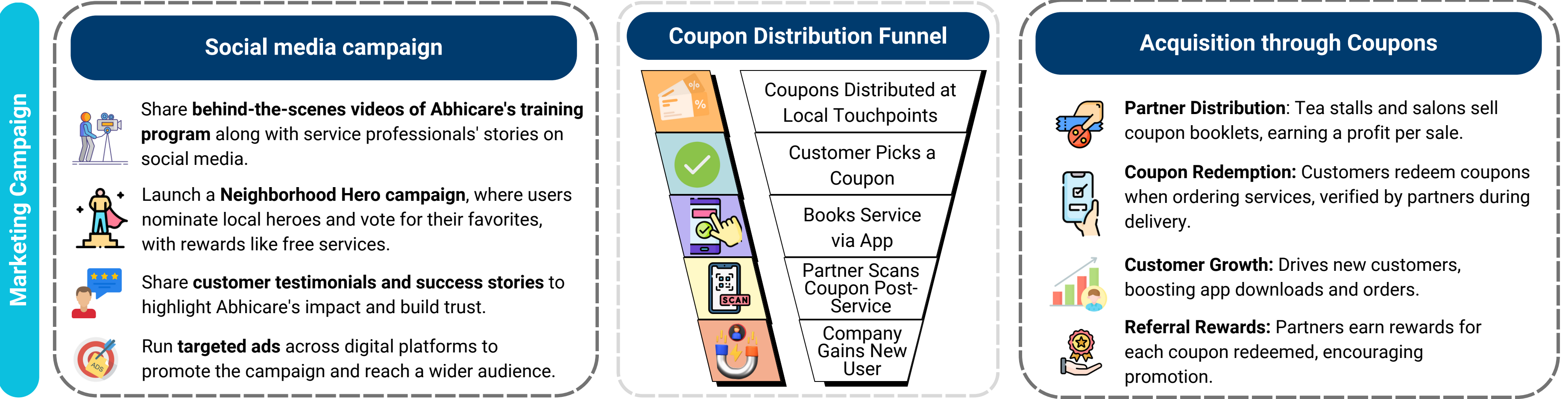
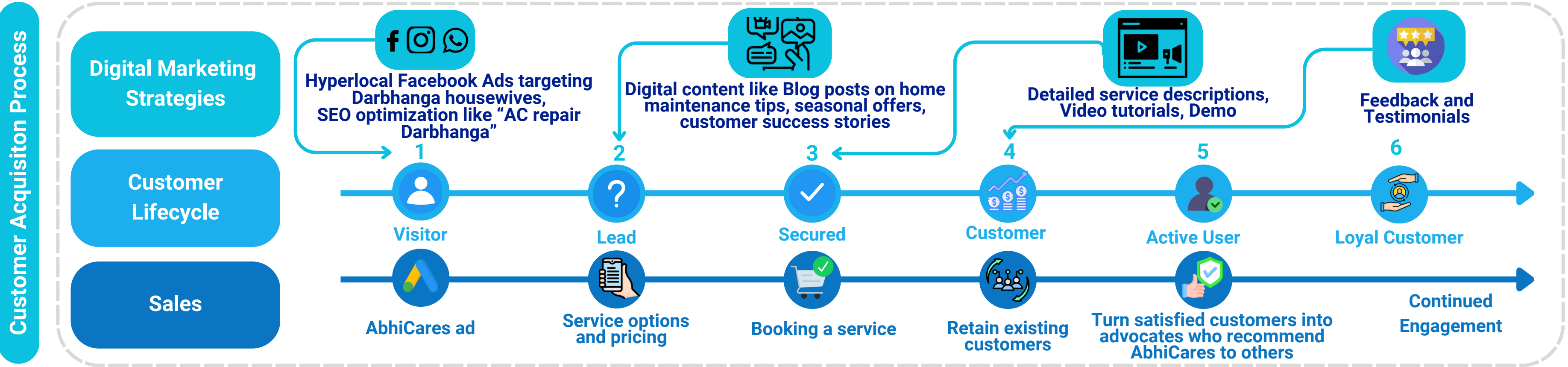
- Loyal customers reflect service quality and satisfaction.
- Higher repeat bookings improve profitability.



**Laggy UI & very high prices listed for Tier-3**




**Irrelevant and Repetitive images.**







## Key Performance Indicators (KPI)

Strategy	 KPI	 Target Metric	 Tracking Method
Coupon Distribution at Local Points	<ul style="list-style-type: none"><li>Redemption rate of coupons</li></ul>	<ul style="list-style-type: none"><li>20%+ redemption rate</li><li>15%+ new customer acquisition</li></ul>	<ul style="list-style-type: none"><li>App data tracking coupon scans</li><li>Partner feedback</li></ul>
Base Salary + Incentive Model	<ul style="list-style-type: none"><li>Partner retention rate</li><li>Average incentive earned per partner</li></ul>	<ul style="list-style-type: none"><li>90% partner retention</li><li>₹3,000+ average incentives/month</li></ul>	<ul style="list-style-type: none"><li>Incentive payout tracking</li><li>Monthly churn analysis</li></ul>
1-Month Partner Training Program	<ul style="list-style-type: none"><li>Number of partners trained</li><li>Partner skill improvement score</li></ul>	<ul style="list-style-type: none"><li>500+ partners trained quarterly</li><li>95%+ completion rate</li><li>Skill improvement score of 4/5+</li></ul>	<ul style="list-style-type: none"><li>Training attendance logs</li><li>Pre- and post-training assessments</li><li>Service quality audits</li></ul>
Customer Loyalty Programs	<ul style="list-style-type: none"><li>Repeat customer rate.</li><li>Average order value (AOV)</li></ul>	<ul style="list-style-type: none"><li>50% repeat customer rate</li><li>₹1,000+ AOV</li></ul>	<ul style="list-style-type: none"><li>App usage data</li><li>Customer feedback surveys</li></ul>
Local Business Partnerships	<ul style="list-style-type: none"><li>Number of businesses onboarded</li><li>Lead-to-customer conversion rate</li></ul>	<ul style="list-style-type: none"><li>200+ businesses onboarded/month</li><li>25%+ conversion rate</li></ul>	<ul style="list-style-type: none"><li>Partnership agreements</li><li>Conversion analytics</li><li>Business feedback surveys</li></ul>

## SERVQUAL Framework

### Responsive

24/7 helpline for customers and partners.

### Reliability

Monitoring punctuality via app tracking.

### Assurance

Display certifications on partner profiles

### Empathy

Regular partner-customer interaction training

### Tangibles

Professional attire, clean & well-maintained equipment

## Service Delivery Processes

### 1. Service Booking and Scheduling



- Helpline number for booking
- Easy app interface
- Flexible scheduling options

### 2. Service Delivery

- Real-time tracking
- Supervision or quality checks through photos

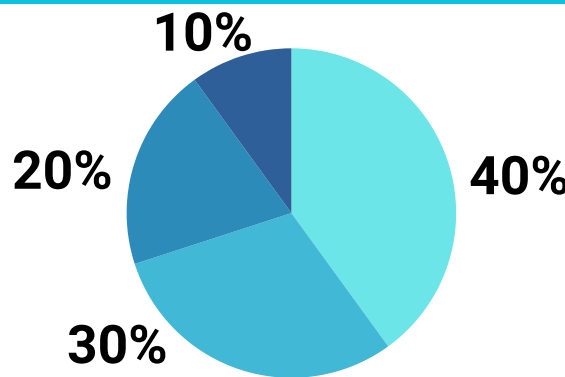


### 3. Post-Service Follow-Up



- Automated follow-up messages to thank customers
- Proactive feedback to address negative feedback

## Incentive Distribution Chart



- Base Salary
- Performance Bonus
- Customer Retention Incentive
- Eco-friendly Bonus

# Thank You

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