

**grassroots**  
Outsourcing | Consulting | Solutions | Communications



**CREATIVE SOLUTIONS.  
Connected Customers.**



## **WHAT ARE WE ?**

Grassroots is a next generation service provider with focus on providing comprehensive solutions over services using technologies that surpasss client expectations.

We offer a board portfolio of core enterprise & industry specific services by implementing smart basics combined with proficient and first rate execution model.

## **WHAT WE DO ?**

Grassroots blends industry experience with strong domain knowledge, insights and best practices to deliver comprehensive business solutions. The executive leadership team collectively have over 200 plus years of experience in the industry, which gives the edge to provide consulting services and manage business processes for our clients. We take pride in being an exceptional performer in customer service domain since 2011.



## HOW WE DO?

By enhancing our consulting and outsourcing expertise, we help clients move forward in every aspect of their business, right from strategic planning to daily operations, We channelize the right resources to gear up the client performance in all quarters by adopting “Smart Basics” strategy.

## WHERE ARE WE LOCATED?

Being headquartered in Bengaluru, India, we have our centres located in Bengaluru and Mysore with a total capacity to accommodate 1000 plus resources. Grassroots operations are spread across the country with the help of our strategic partners; our footprint supports business continuity plan & flexibility to manage multiple languages skill sets.





## VISION

Focus on providing operational excellence,  
enhanced customer relationship  
by providing innovative  
technology solutions.

## MISSION

- Pan India delivery centres
- Partner with top interantional & domestic Clients
- Acquire vast global clientele base
- Enhance domain expertise by building technology solutions



## OUR SERVICES

### CONSULTING

Operations Consulting  
Green field set up  
Technology Consulting  
BPO/Call centre

### OUTSOURCING

Customer Life Cycle Management  
Revenue Management  
Social Media Management

### TECH SOLUTIONS

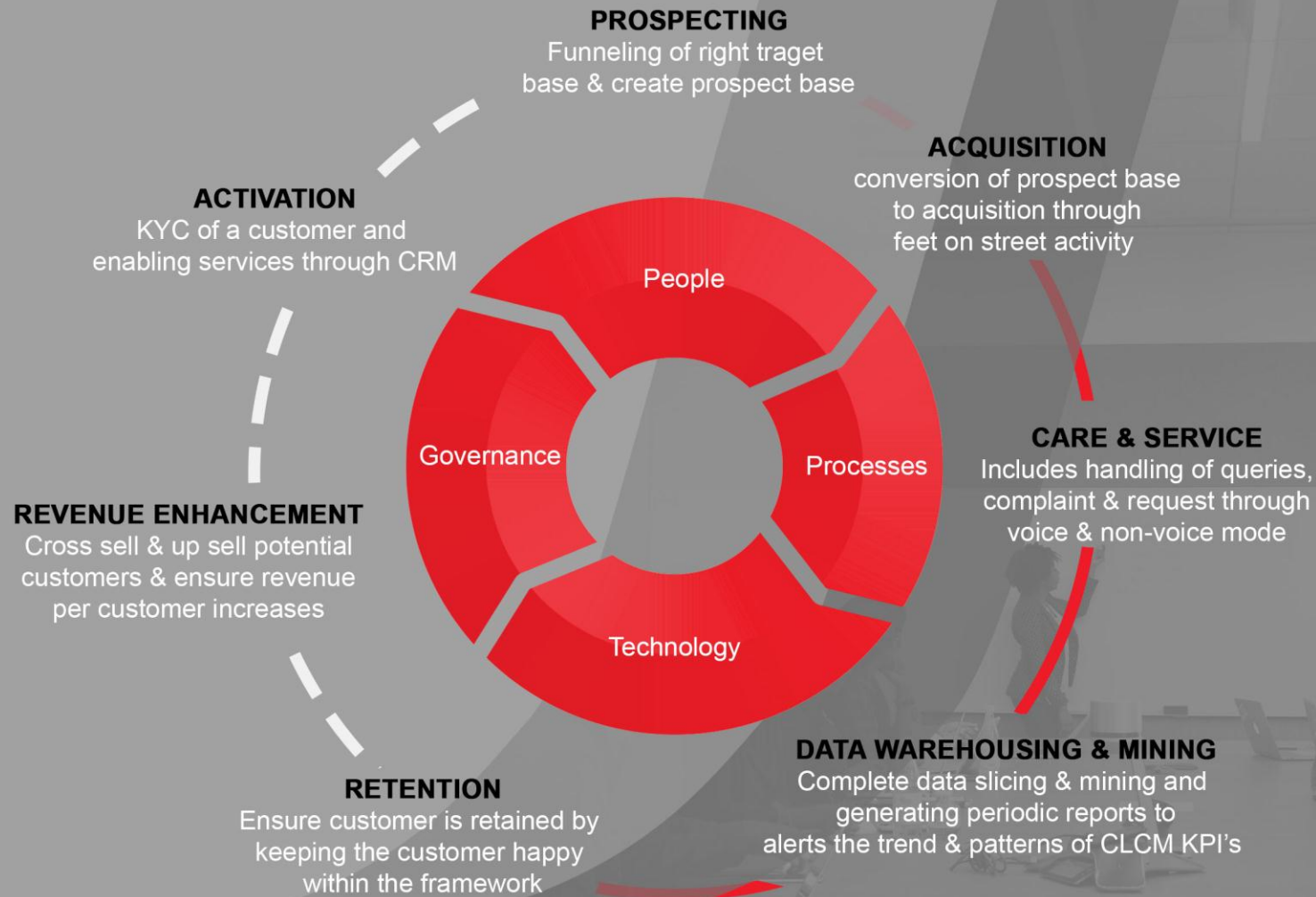
Voice Platforms  
Data, ERP & CRM Platforms  
Smart Connected Solutions  
Blockchain Solutions  
BOT RPA

### HR SOLUTIONS

Staffing Solutions  
Payroll Services  
HR Services

### INTEGRATED MARKETING SOLUTIONS

Design & Copy  
Branding Solutions  
Events & Conferences  
New Media



**OUT SOURCING  
CAPABILITIES**

**COMPLETE LIFE CYCLE MANAGEMENT**

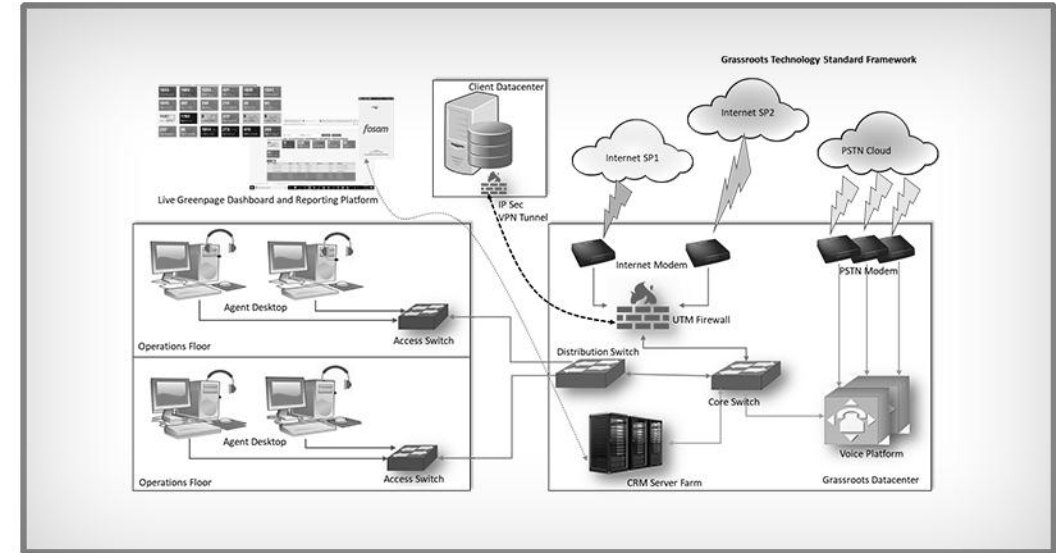


# TECHNOLOGY CAPABILITIES

## DATA, ERP & CRM PLATFORM

Availability of processed data is critical for measuring the success of the business. At Grassroots, we deploy CRM specific to the process requirement for capturing, processing, routing information to manage various stages of the process life cycle. These CRM platforms are customized to clients business needs and extended to provide realtime performance details to our clients. We provide Email and Chat Solutions to manage non-voice customer interactions.

We extend the functionality of CRM from Desktops to Smartphones; we specialize on Android Apps to manage various customer interfacing processes.



## VOICE PLATFORM

Grassroots deploys Asterisk – an open source telephony platform for delivering voice services. We deploy IP PBX which are integrated with E1/PRI, SIP Trunks, Predictive Dialer, Automated Call Distribution system (ACD), Interactive Voice Response (IVR) system, Voice Call Recordings for managing customer voice interactions. The Platform provides various Auxiliary Services such as IVR Broadcasting, Missed Call services integrated with automated dialer system for reduced turnaround time performance.

The Voice platforms are integrated with databases and customised CRM for Information availability and effective transaction management.



# DIGITAL SOLUTIONS

## ROBOTIC PROCESS AUTOMATION (RPA)

Grassroots offers clients the benefits of reduced costs and increased productivity by automating redundant tasks in their enterprises through the application of Robotic Process Automation and Artificial Intelligence (AI). Our team has expertise in automating tasks like processing transactions, data manipulation, triggering responses and communicating with other digital systems. Our subject matter experts are certified in the implementation, maintenance and operational support of RPA products like UiPath and Automation Anywhere.

## SMART CONNECTED SOLUTIONS

Grassroots' architects and designers enable our clients to increase productivity and improve the quality of their deliverables by connecting their devices to the digital world and implementing IoT based solutions. These solutions are applicable across verticals and scales, be it Smart Factories, Smart Homes or Smart Cities.

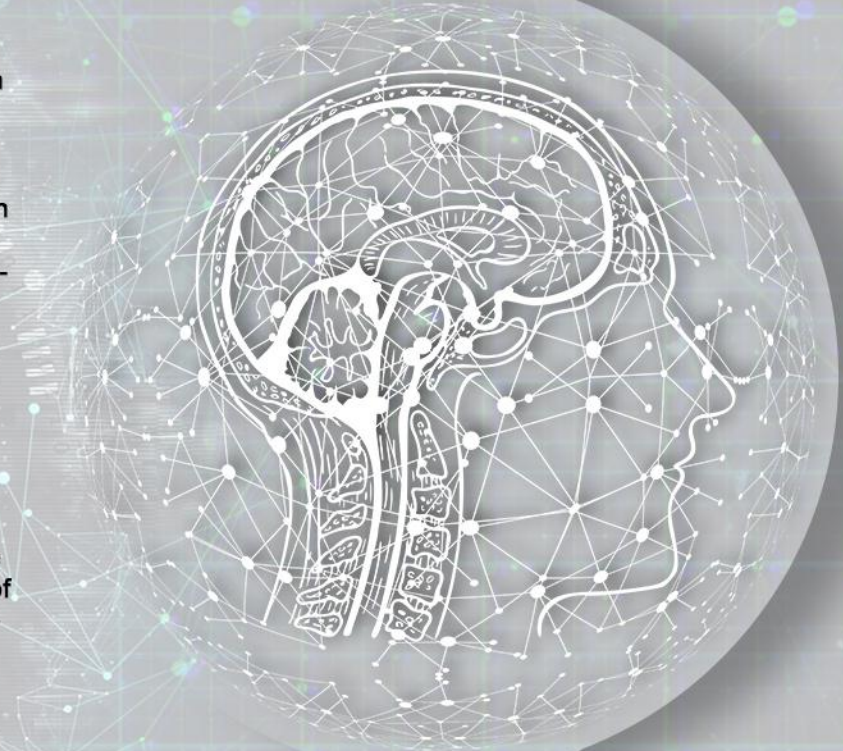
## BLOCKCHAIN SOLUTIONS

Grassroots has considerable expertise in Blockchain and its functions like Shared Ledger, Distributed Ledger and Smart Contracts. Our solutions are designed to enable our clients to achieve the adoption, integration and successful realization of Blockchain networks. Our fluency in Digital Services that are compatible with Blockchain and help amplify its functionality comes as a value addition to our clients.

## DATA SOLUTIONS

Grassroots' Customer Analytics gives our clients a comprehensive look into customer behavior, needs and pain points, paving the way to boost bottom line performance. Our services include implementation of Customer 360, Campaign Analytics, Churn Management as well as Segmentation and Targeting.

Our Operations Analytics enables clients to perform an in-depth analysis of Enterprise Data, allowing them to make informed decisions that in turn increases efficiency across the organization, and facilitating the discovery of hidden opportunities.





## OUR RECRUITMENT & PERFORMANCE MANAGEMENT FRAMEWORK

### STRATEGY & PLANNING

#### Sourcing & Recruiting

Networking Sites  
Internal Referral Campaigns  
SMS  
Tie up with Institutes  
Job Portals

#### Performance Management

Performance Appraisals  
Balance score card  
One-on-ones  
Competency Assessment  
Development Planning

#### Learning & Development

Management Training  
Process Training  
Coaching/Mentoring Programs  
Certification Programs

#### Retention Methodology

Employee Engagement Programs  
Training  
Internal Job Postings  
Rewards & Recognition

### COMPENSATION

Pay for performance, Variable Pay for Supervisors, Compensation Planning

### WE MAKE SURE...

- Manpower deployed will meet the norms as defined in SOW
- All preliminary rounds of screening to be completed before client round
- 100% of the candidates may be screened by the client
- There will be no sharing of resources



## OUR EMPLOYEE ENGAGEMENT / PERFORMANCE MANAGEMENT PRACTICES

Weekly & Monthly Process Reviews

Quarterly Business reviews

Bi-Annual Performance Appraisals

Monthly performance incentives



### OPERATIONS

- Ops Manual
- Internal Governance model
- Client mapping
- Executive meets
- Daily Huddles
- Reporting mechanisms

### PERFORMANCE

- Balance Scorecard
- Performance appraisals
- One on ones
- Ops review

### QUALITY

- Detailed "Service Quality Plan"
- Pre & Post Audits
- Complaint tracking
- FMEA
- Resources with experience in
- Six Sigma
- Lean

### RECRUITMENT & TRAINING

- Job boards, Head hunting, ads
- Campus hiring & job fairs
- Networking Sites, SMSes
- Process Training
- Language & Domain specific skills
- Certification Programs

### PEOPLE

- Mentoring
- Engagement programs
- Retention
- Coaching
- Career planning
- Rewards & recognition

### TRANSITION

- Transition planning through program management approach
- Nesting/parallel run for all transitions
- Detailed reporting from Planning till steady state

MONTHLY RNR  
SKIP MEETS

MONDAY BLUES  
FESTIVAL THEMES

WEEKLY THEMES  
YOGA



# OUR TRAINING METHODOLOGY



# OUR TRANSITION METHODOLOGY

Operations Tracks

Transition Planning

Transition Execution

Nesting/Parallel Run

**Program Management**

Plan, Monitor and communicate progress across all tracks

**Operations Management**

Hire & Train agents and all support staff

**Knowledge Management**

Understand, capture and Transfer Knowledge through phone conference or Web Ex. Centralized Knowledge management tool (compliance repository)

**Technology Management**

Design and implement technology. Remote storage server, back up and workflow tracking

**SLA Management**

Define automated response and monitor all out bound communication



## NUMBER OF CENTRES

4 in Bengaluru | 1 in Mysore

## STRATEGIC PARTNERS

PUNE  
MUMBAI  
DELHI  
NOIDA  
SHIMOGA



## FACILITIES

Situated in the heart of city  
Easy access to transport and other facilities  
Multiple training rooms available  
Data security & confidentiality  
24 hours power back up, Generator & UPS  
Round the clock physical security  
CCTV & Access Control  
Cafeteria



## OUR CULTURE

Positive management

Pro-active communication

Inspiring leadership

Stay grounded

Leave a legacy in every job

Empowered decision making and ownership

Contribute and give back



# WHY US ?



## STRONG DELIVERY TEAM

- Handpicked supervisory team with prior experience in international & domestic clients
- Immense experience in Project execution and streamlining processes
- Six Sigma Qualified team with ISO 27001:2005 ISMS trained & certified professionals



## TAILOR MAD SOLUTIONS

- Proven record of providing transformational benefits to clients
- Team with knowledgeable professionals who have designed & implemented integrated solutions
- Committing to deliver process automation & provide cost benefits



## SMOOTH TRANSITION CAPABILITIES

- core experience of having transitioned over 80 global processes
- Done some successful transitions from hub to spoke for business continuity for existing processes



## INFORMATION SECURITY

- Network infrastructure that is reliable, robust, secure and easily accessed from anywhere
- Define and deploy robust practices to secure information; by identifying risks and
- vulnerability to data-in-use, data-in-motion and data-at-rest

### **Delivery Centres, Bengaluru**

Royal Stone Tech Park  
4th Floor, #100, 2nd Cross, Pai Layout,  
Benganhalli, Old Madras Road,  
Bengaluru 560016.

#150C-A-6, Tower A,  
3rd Floor, Diamond District,  
Bengaluru 560008

No.13 (old No.246),  
13th Cross, Wilson Garden,  
Bengaluru 560027

# THANK YOU

### **Delivery Centre, Mysore**

PDR Atrium, 1028/2,  
Jai Lakshmi Vilas Road,  
Near Rama Swamy Circle,  
Mysore 570005  
Karnataka, India

### **Corporate Office**

#28, 7th Cross,  
Wilson Garden,  
Bengaluru 560 027,  
Karnataka, India

### **Sales Office**

USA - Fremont, CA  
UK - Reading

# grassroots