

grassroots

Outsourcing | Consulting | Solutions | Communications ►

**CREATIVE SOLUTIONS
CONNECTED CUSTOMERS**

ABOUT US

FACT FILE

Founded

Feb' 2011

Background

200+ years of experience in ITES

Footprint

South India, Strategic partners in North

Delivery Centers

Bangalore, Mysore, Shimoga & Hosur

Employee Base

1400 +

Growth Rate

10% on YOY

VISION

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

NEXT 5 YEARS

PAN INDIA Delivery Centers

Partner with Top International & Domestic Brands

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

HR SOLUTIONS

Staffing Solutions
Payroll Services
HR Services

TECH SOLUTIONS

Voice Platforms
Data & CRM Platforms
RPA - Robotic Process Automation

INTEGRATED MARKETING SOLUTIONS

Design & Copy
Branding Solutions
Events & Conferences
New Media

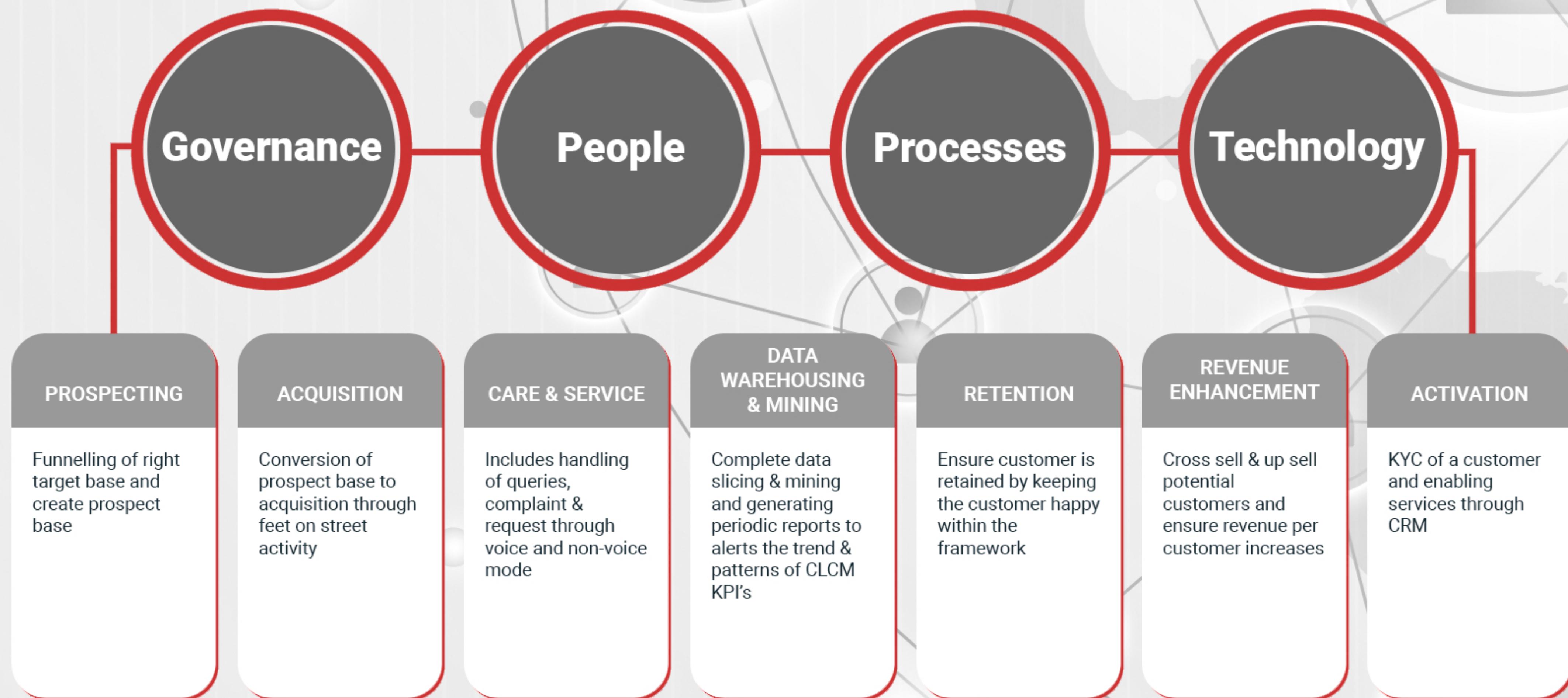
OUR CULTURE



- ▶ Positive Management
- ▶ Pro-Active Communication
- ▶ Inspiring Leadership
- ▶ Stay Grounded
- ▶ Leave a Legacy in Every Job
- ▶ Empowered Decision Making and Ownership
- ▶ Contribute & Give Back

OUTSOURCING 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.

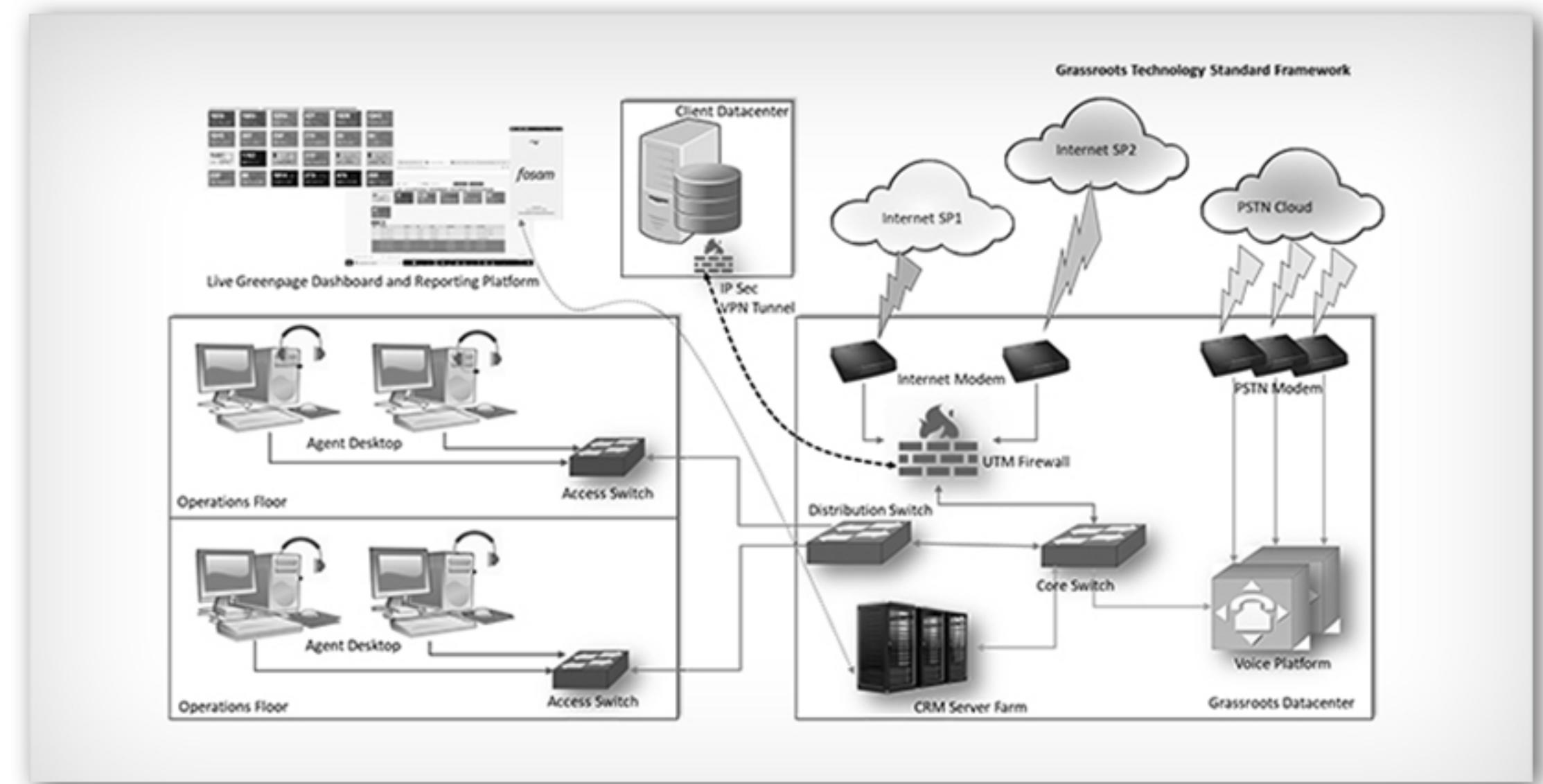
fosam

 **Payfiller**



APAR

NPfix



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 turn around 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 (A1). Our team has expertise in automating tasks like processing transactions, data manipulations triggering responses and communicating with other digital systems. Our subject matter experts are certified in the implementation, maintenance and operational support of

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 & Smart Contracts. Our solutions are designed to enable our clients to achieve the adoption, integration & successfully 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 behaviour, 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 LOCATIONS

4 in Bengaluru

1 in Mysore

STRATEGIC PARTNERS

Delhi | Noida | Kolkata

Pune | Mumbai

FACILITIES

- ④ Situated in the Heart of City
- ④ Easy Access to Transport & Other Facilities
- ④ Multiple Training Rooms Available
- ④ Data Security & Confidentiality
- ④ 24 Hours Power BackUp, Generator & UPS
- ④ Round the Clock Physical Security
- ④ Access Control
- ④ Cafeteria

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

Rentention 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 Score card
- 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

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

People

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

Transition

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

MONTHLY RNR

SKIP MEETS

MONDAY BLUES

FESTIVAL THEMES

WEEKLY THEMES

YOGA



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

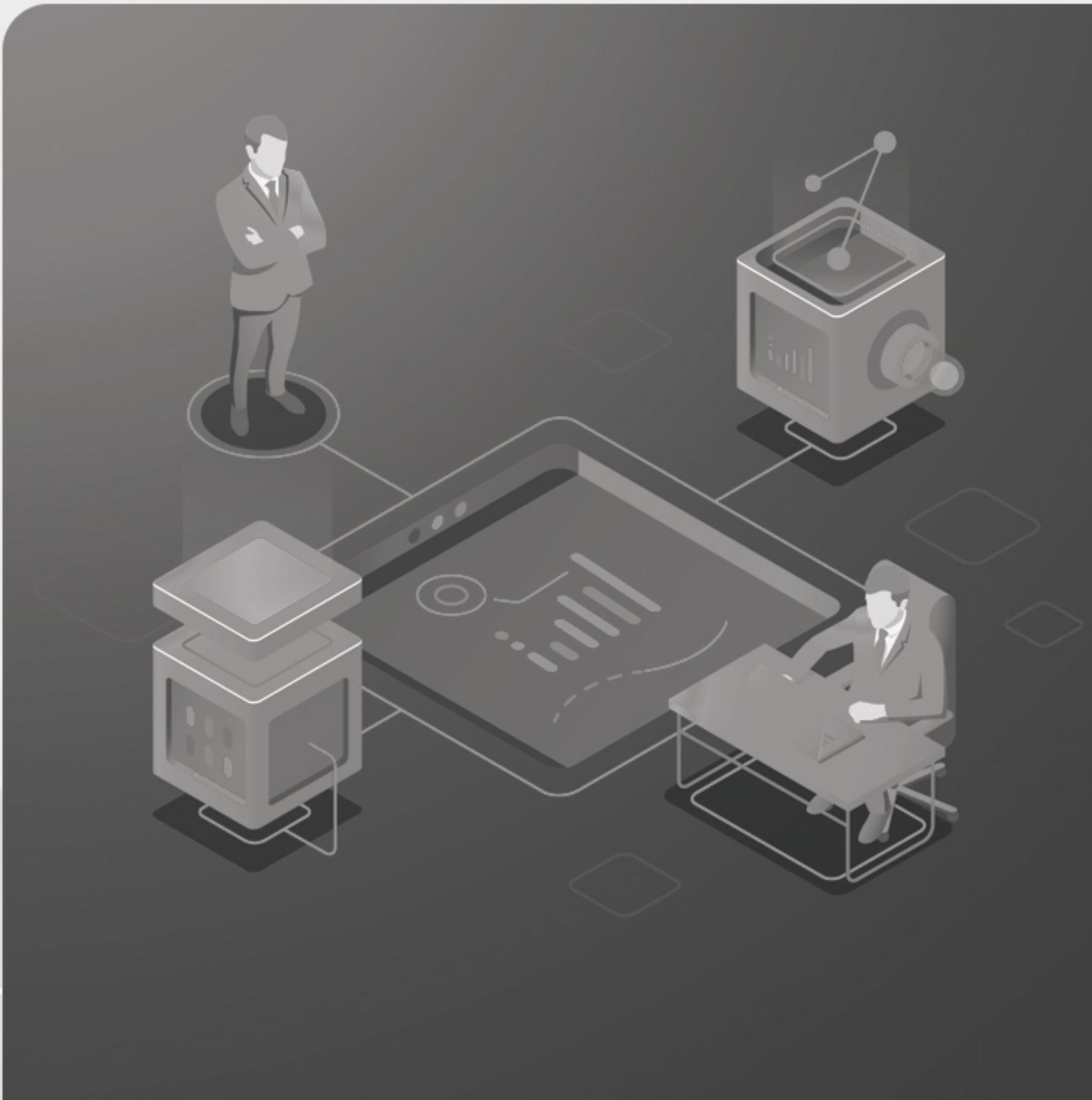
Understand, capture and Transfer Knowledge through phone conference or Web
Ex. Centralized Knowledge management tool (compliance repository)

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



OUR CLIENTS



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 MADE 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

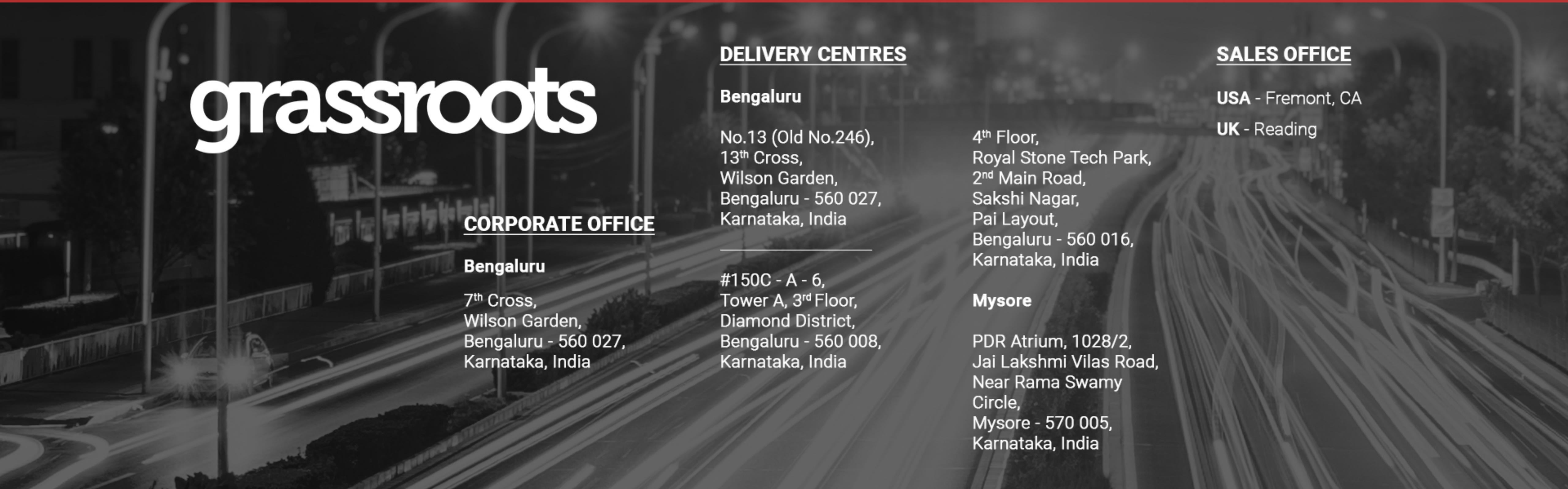
SMOOTH TRANSITION CAPABILITIES

- 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
- Vulnerability to data-in-use, data-in-motion and data-at-rest

THANK YOU!



grassroots

CORPORATE OFFICE

Bengaluru

7th Cross,
Wilson Garden,
Bengaluru - 560 027,
Karnataka, India

DELIVERY CENTRES

Bengaluru

No.13 (Old No.246),
13th Cross,
Wilson Garden,
Bengaluru - 560 027,
Karnataka, India

#150C - A - 6,
Tower A, 3rd Floor,
Diamond District,
Bengaluru - 560 008,
Karnataka, India

4th Floor,
Royal Stone Tech Park,
2nd Main Road,
Sakshi Nagar,
Pai Layout,
Bengaluru - 560 016,
Karnataka, India

Mysore

PDR Atrium, 1028/2,
Jai Lakshmi Vilas Road,
Near Rama Swamy
Circle,
Mysore - 570 005,
Karnataka, India

SALES OFFICE

USA - Fremont, CA

UK - Reading