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## PERFORMANCE REVIEW LETTER

### H1'23

To,

Priyamvada Oraon

Date : 31st Aug 2023

Overall Performance :

We are pleased to extend this performance letter for your commitment towards our mission to achieve Same-Day Delivery in India. You have performed with utmost **Customer Obsession** and have raised the bar to work backwards to meet the customer needs.

We truly believe in challenging the status quo of the eCommerce brands. The way to do this is by building scalable technology, low-cost infrastructure & easy to use products that we're proud to recommend to our friends & family.

Market is changing rapidly, that means the user behavior is also changing. The only way to win in this rapidly changing environment is by consistently innovating & solving the problems of our customers.

Since inception we've worked upon numerous products & Same-Day Delivery is the one of the few products that we're proud of & believe that we'll innovate & further launch new products. The larger impact would touch 10,000+ brands by enabling them faster deliveries & empowering 10,000+ micro-entrepreneurs (franchises) providing livelihood to 1,00,000+ delivery partners.

Let's be the most customer centric company on this earth.

Mayank Varshney

Co-founder & CEO,

Blitz



## SELF EVALUATION RESULTS:

	Customer Obsession	Bias for Action	Ownership	Insisting on Highest Standards	Cumulative
Self	4	4	4	4	4.00
Peer Rating	3.3333333333333335	3	3	3.3333333333333335	3

## Performance Rating Index

Rating	Meaning	Performance Bonus %
1.0	Poor	0.0%
2.0	Improvement	0.0%
3.0	Good	10.0%
3.5	Good+	12.5%
4.0	Great	15.0%
4.5	Great+	17.5%
5.0	Outstanding	20.0%



## Self Responses:

**List the core projects you have completed in the past 6 months, along with the impact they've had on customer experience and the business.**

The categories that I worked on were Fashion & Apparel category - a major player that I was able to acquire is House of Rare which has contributed to improving the DRR for us in Bangalore. I am now focused exclusively on expanding the top line of leads which will very quickly be moving towards closure.

**How would you rate yourself on "Customer Obsession"?**

★★★★★

**Highlight a few instances of why you gave yourself a particular rating in "Customer Obsession"**

I continuously sought direct feedback from our clients through regular communication , allowing me to gain valuable insights into their evolving needs and preferences. This approach led to giving accurate feedback to the product team to build customization of our services so as to be able retain these clients. During the onboarding process when the self sign up process was rolled out there were some hiccups for the client to properly onboard themselves, I was able to put together a Signup and Onboarding manual to ease the onboarding process while reducing the TAT.

**How would you rate yourself on their "Bias for Action"**

★★★★★

**Highlight a few instances of why you gave yourself a particular rating in "Bias For Action"**



The instance that comes to mind is when we were responsible for the integration, I practiced and learnt how to operate the integrator tool and swiftly with the help of Vinayak brought down the integration TAT to less than 2 days. Before having a dedicated integration lead most of the integration would flow through me.

**How would you rate yourself on "Insisting on Highest Standards?"**

★★★★

**Highlight a few instances of why you gave yourself a particular rating in "Insisting on Highest Standards"**

In the initial days I created a Pitch to Onboarding document for the sales team to refer, with all the relevant documents, sheets and decks hyperlinked. So the BD team can have a SOP doc for being able to capture details and go through the flow to Onboarding a client to our platform.

**How would you rate yourself on "Ownership"**

★★★★

**Highlight a few instances of why you gave yourself a particular rating in "Ownership"**

During the onboarding process of House of Rare a number issues around integration came up, I knew how important this client would be to our portfolio and made sure all the documentations and integrations were in place for kickstart. They were our trial run for store pickup which due to multiple technical and Operational limitations did not take off but we were able to identify the blockers and will help us smoothen out the kinks as we do pickups for other brands.

**What have been your main weakness in the past 6 months and what are you doing to better on them.**



1. Proactive Followups - I have taken the criticism and turning things around and am being persistent with all the client follow ups from contact created to closure stage.
2. Aggression - Approach the acquisition with a hunter mindset is what I am actively bringing in my standard practice.

**What have been your core strengths in the past 6 months, list examples of where you've seen yourself use them.**

Resilience - Taking constructive feedback and actually employing it.

## Peer Responses:

**How would you rate the team member on "Customer Obsession"?**

Iqbal Akram Chaudhary: ★★★★★

Subrat Kumar: ★★★★★★

Mayank Varshney : ★★★

Yash Sharma: ★★★

**Highlight a few instances of why you gave the team member a particular rating in "Customer Obsession"**

Iqbal Akram Chaudhary: Replying the Leads and timely follow-up is what needs to work upon



Subrat Kumar: She understands the clients requirements before she delivers her pitch and shows how she stands up for the brand and the customer.

Yash Sharma: There is a lot of scope to improve here. You should not be just a corresponsder of customer queries in the team , but a voice which understand the actual needs of the customer. Instance is how we dealt with sugar cosmetics pilot , we should have been able to understand the needs & requirements very clearly and should have been able to translate it to the team.

### How would you rate the team member on their "Bias for Action"

Iqbal Akram Chaudhary: ★★★★★

Subrat Kumar: ★★★★★★

Mayank Varshney : ★★★

Yash Sharma: ★★

### Highlight a few instances of why you gave the team member a particular rating in "Bias For Action"

Iqbal Akram Chaudhary: sometime found her not been taking the key decisions on time impacting the overall action which could have resulted in lead closure

Subrat Kumar: She is always available for help, and collaborate and understand the teams needs and ensures a great team is built around her



Yash Sharma: This was not upto the mark at an overall average in the last 6 months. There are countless occasions where proactive follow-up & nudges were missing from your end. Customers had to ask you the next steps. This is something which was very bad. This has improved a lot in last 1 month and i would request you to focus on it even further.

**How would you rate the team member on "Insisting on Highest Standards"**

Iqbal Akram Chaudhary: ★★★★★

Subrat Kumar: ★★★★★★

Mayank Varshney : ★★

Yash Sharma: ★★★

**Highlight a few instances of why you gave the team member a particular rating on "Insisting on Highest Standards".**

Iqbal Akram Chaudhary: Discipline, continuous follow up is the key to success with Highest Standards

Subrat Kumar: At the D2C IREC event she was very helpful in contacting the ICP customers and ensure Good connects were built.

Yash Sharma: Again a lot to improve , Good Result overall in the categories you have been focussing upon i.e BPC & Fashion but overall the process doesn't speak



excellence. There has been lots of back & forth , the formatting of the mails , effort & writing style in follow-up mails can be improved a lot.

### How would you rate the team member on "Ownership"

Iqbal Akram Chaudhary: ★★★★★

Subrat Kumar: ★★★★★

Mayank Varshney : ★★★

Yash Sharma: ★★★

### Highlight a few instances of why you gave the team member a particular rating on "Ownership"

Iqbal Akram Chaudhary: Own it to close it and we are bang on the path of growth

Subrat Kumar: She takes the ownership of new ideas needed in the BD team for customizing the BD pitch and deck

Yash Sharma: It is also moderate , you have to focus upon the categories and drive it to end-to-end completion.If you are picking up a deal you have to own it end-to-end , which i feel can be improved a lot. Clear your mind space & focus on important things & close unimportant threads.





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**What should this person do differently?**

Iqbal Akram Chaudhary: Should be more disciplined with ownership to get more lead closure

Subrat Kumar: She can be a little bit more careful with the follow-ups with the clients.

Mayank Varshney : I think we can do a lot better. 1 thing that we do differently is ownership. If we own it we deliver it.

Yash Sharma: Answered above