



2020-21
WORK *FROM home*
Recap



Content

- NAUKRI
- 99ACRES
- SHIKSHA
- JEEVANSATHI
- OTHER PROJECTS



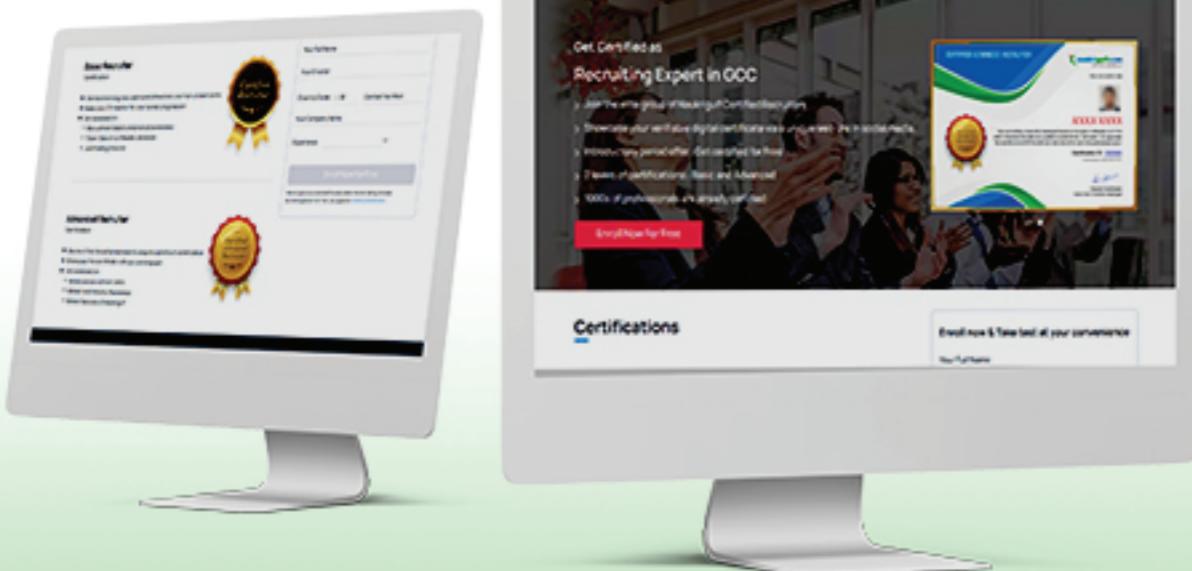
33
PROJECTS
LIVE | **16**
PROJECTS
GOING ON | **08**
PROJECTS
ON DISCUSSION

ALL MAJOR / MINOR PROJECTS
ACROSS INFOEDGE

 naukrigulf.com
RECRUITER Certification
 IDEATION TO EXECUTION

- Conceptualize the user flow and the usability experience for recruiters.
- The recruiter will get an understanding of market trends, talent search on Resdex database, job posting solution, enhance recruitment skills, market and industry awareness.
- Evolved the designs of Certificates both Basic and Advanced

[Click here](#)



 naukri hiring suite HTML

- Converted design to Html for Naukri Hiring Suite that provides a solution to meet all recruiter's needs.

[Visit Hiring Suite](#)



BULK Logos

Ongoing Activity

- Created search page logos for different clients
- Working on Institute logos
- Worked on Company group Id's logos so that all Jobs of clients must have the same logo
- Created bulk logos for the Product team to design presentation based on the client's analysis

23313
TOTAL CLIENTS

17672
DESKTOP
LOGOS

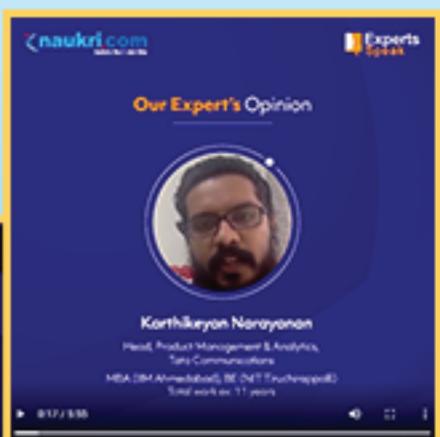
5641
MOBILE
LOGOS

5639
MOBILE
ICONIC LOGOS

WEBINAR Videos

- Created Naukri Webinar Videos for the Marketing and Product team to run on social media, blogging sites.
- Videos talk about industry expert's views on changing the different work culture responsibilities, changing recruitment trends for hiring during a pandemic, job profile, and much more.

40 MARKETING | **9** PRODUCT



RMS WEBINAR

FOR MARKETING / PRODUCT



- Integrated Html for RMS Webinars templates
- Free training, scheduled to engage more users during the pandemic.

[Click here](#)

CAREER INFOEDGE

HTML



- Integrate Html for newly designed Infoedge Career Page
- This page talks about Culture and Life @ Infoedge

[Visit Career Infoedge](#)

Recruiters

FOR SALES / PRODUCT

PRODUCT ASSESSMENT FORM

- Forms are designed to gather Recruiters feedback for the Products
- Recruiter's can raise query through the form

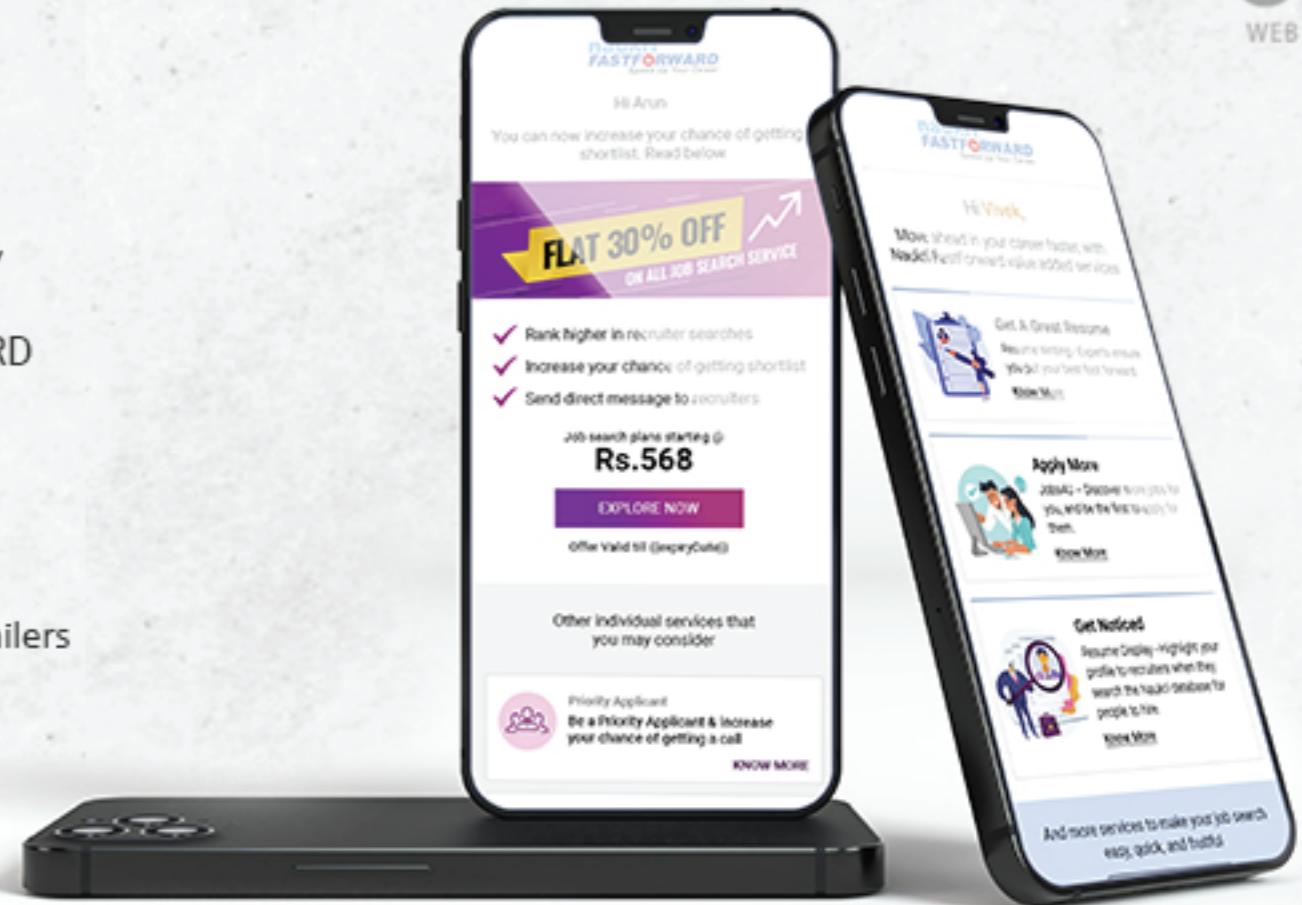
[Click here](#)



naukri
FAST FORWARD
MARKETING Mailers

DESIGNED VARIOUS TYPES OF MAILER FOR THE FAST FORWARD

- Drip Marketing mailers to increase the product adoption rate
- Flat 30% promotional mailers to job seekers
- Year-end Product offer mailers
- Implemented Request a callback option for non-callback leads mailers to collect relevant queries from users.



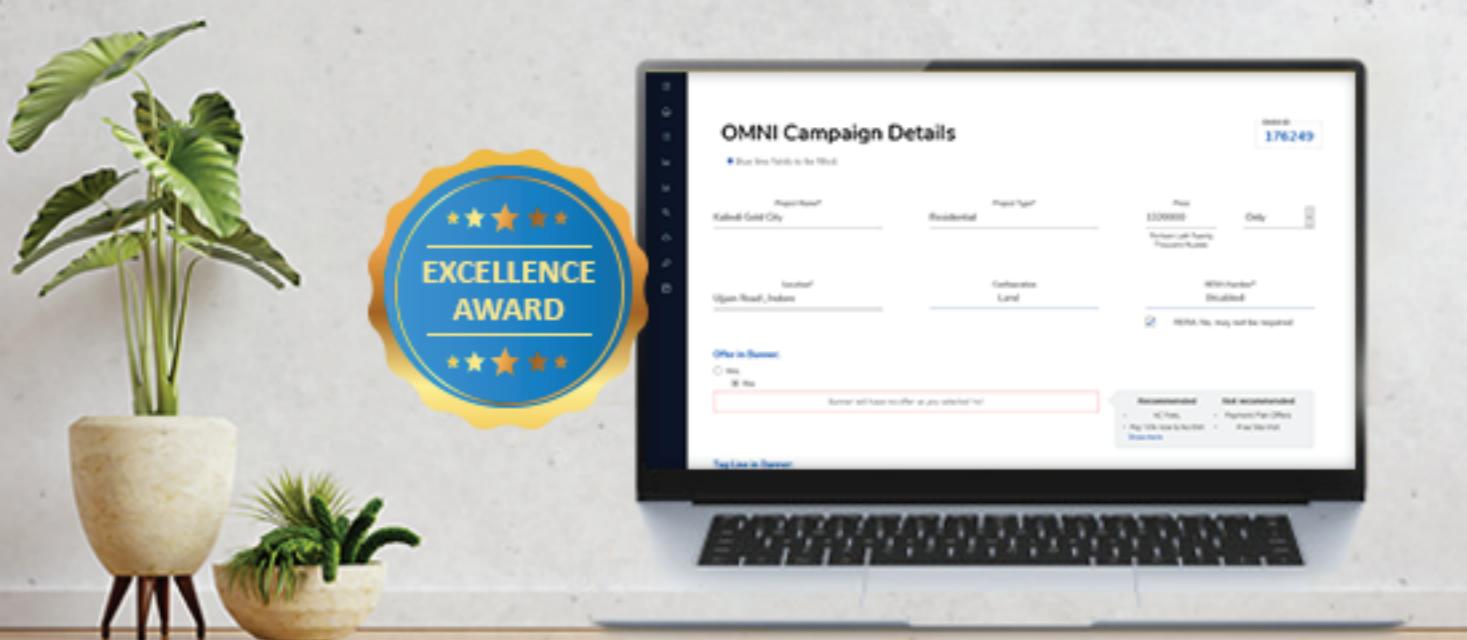
Other
MAILER SUPPORT

MAILERS ARE CONCEPTUALIZED TO INCREASE THE PRODUCT ADOPTION RATE

- Bigshft
- Naukri Hiring Marketing
- RMS Webinar
- Naukri Hiring Telecall Team

ZERO EMAIL BANNER DESIGN ACTIVATION *Campaign*★

- Overall, campaign booking to go live time has been reduced from 10 days in Jan'20 to 3 days in Feb'21
- Rejection rates for banner request which were 4% in Oct-Nov 2018 are now at 2-3% in Oct-Nov 2020
- Optimize the process, to bring the rejection from +30% to sub 5%. OMNI Design TAT is reduced from 3.1 days in Q3'19 to 1 day in Q3'20



OMNI *Gallery* / 30+ TEMPLATES

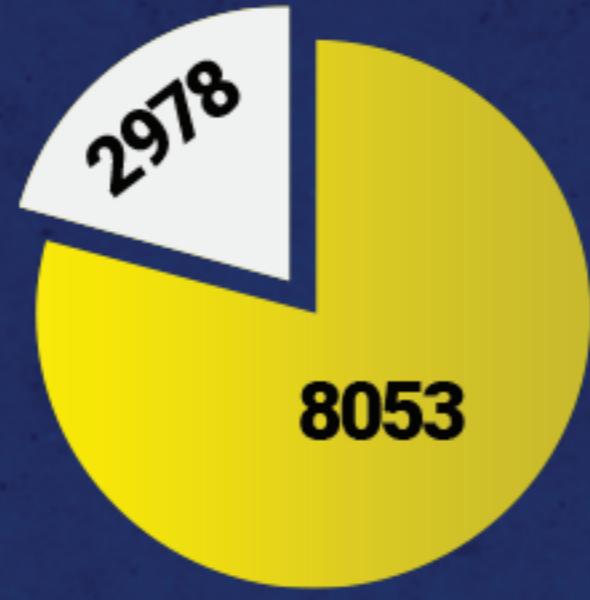
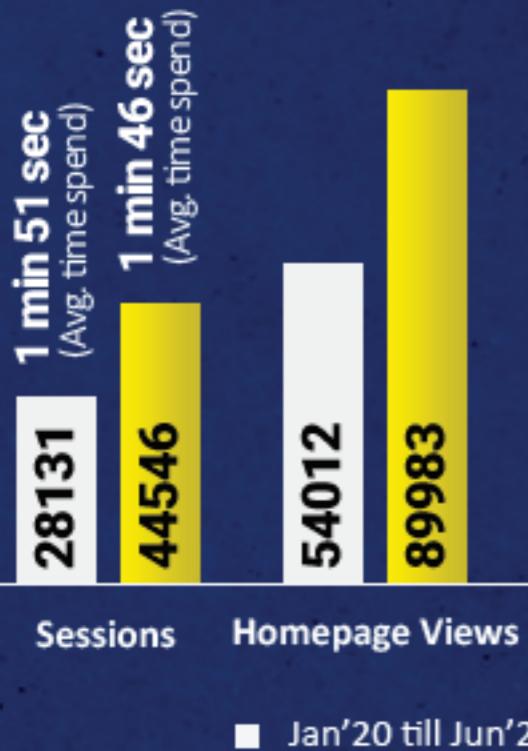
- Reimagine the filters options with festive offers
- Ideate and Innovate 30+ banners with deep thinking around the interactive UI, studies to engage more users.
- Gallery Adoption increased up to 33%

Adoption	Q3'19	Q3'20
Total Request / Day	40	46
Gallery Request / Day	4	15
% Increase in Gallery Adoption	10%	33%

[Click to view gallery](#)

FAQ Revamp 3.0

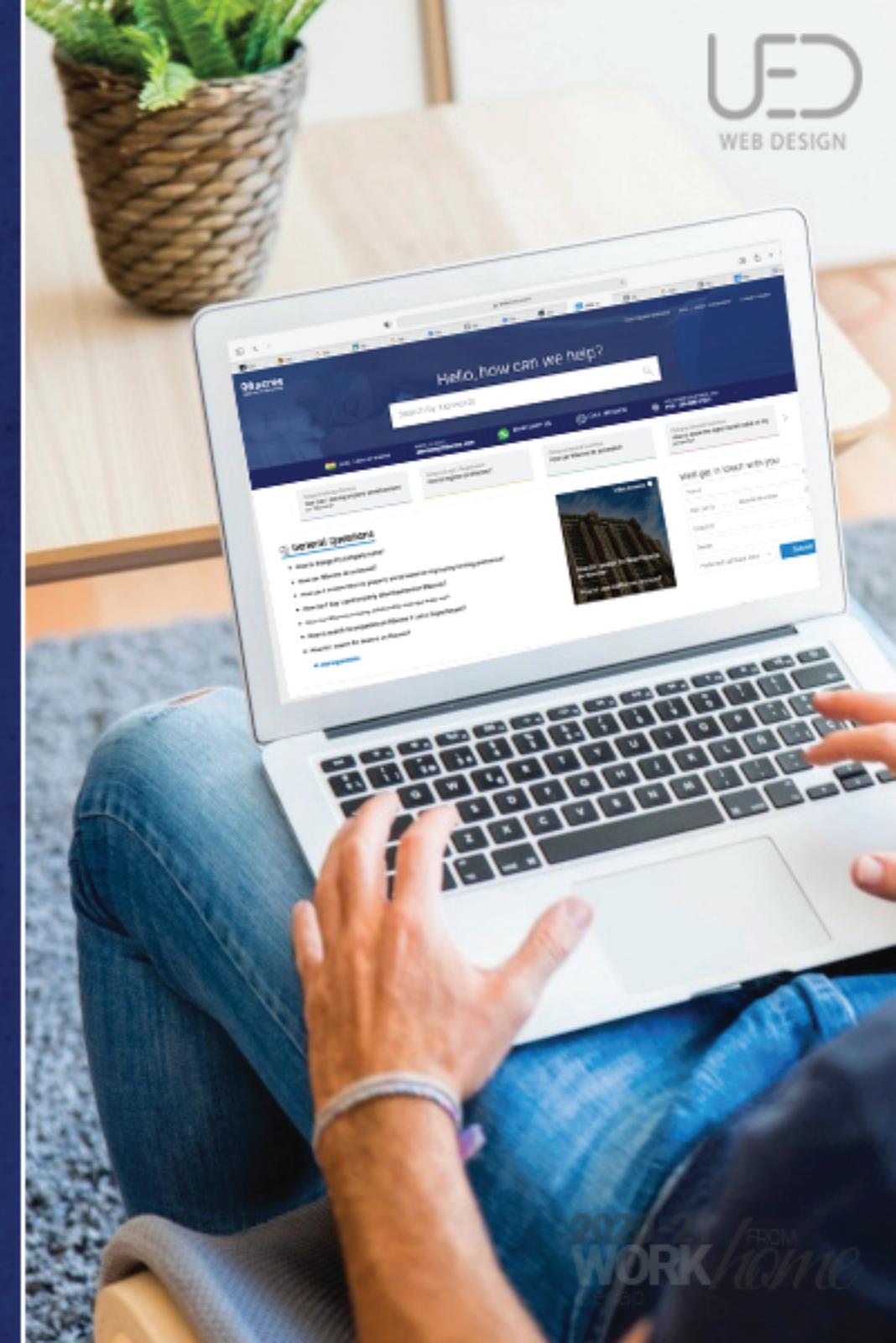
- Target to increase the nos of queries through Get in touch and Callback forms
- Better SEO Results and improves Page depth and Homepage views
- Improve UI for smooth navigation & interlinking
- Introduce Video section on Homepage to have more lively impact

[Visit FAQ](#)

Increase Callback Queries

■ Jan'20 till Jun'20

■ Jul'20 till Dec'20

2020-21 FROM
WORK home
BY 99ACRES

Seller Guide

#HomeSellingSimplified



- It is the online guide for user who wants to sell the property. The home selling process simplified with deep interlinking.
- This is designed to target a niche segment of Property owners.
- A mixture of both reading and graphics made Seller Guide more impactful and user friendly.

[Visit Seller Guide](#)

◆ SPONSORED Content

- Platform created to give paid promotion to the builders to showcase all their projects.
- Improved interlinking, leverage the client's need for content marketing.
- A user can filter the builder city-wise.

[Visit Sponsored Content](#)



KNOWLEDGE CENTER

NOTIFY ME BUTTON IN ARTICLES

- Implemented in all Article pages, to increase user's subscription and track the performance of the Article.
- User gets notification related to the article, by dropping their email id.
- Increases page visits of the Article.

COVID MAP ON COVID SITE

- Map was designed to share the state-wise with different color indicators Red, Green, and Orange Zones permitted and non-permitted areas.

SCHEMA IMPLEMENTATION

ON RERA, PMAY, BUYER GUIDE, GST AND OTHER ARTICLES

- Integrated to increase google traffic and give better results.
- Google read these schema content and increase page ranks in google search.

INSITE REPORT

QUARTERLY RESIDENTIAL REAL ESTATE ANALYSIS

- Revamp is done to improve the usability and reading experience of the user through its new look and feel. The entire new concept improved the google rank of SEO.
- Users can see major movements in the real estate markets of top cities of India in the current running quarter, as compared to the preceding quarter.
- This is to enable sellers and buyers to determine the direction of the realty market.

[Click here](#)

OTHER MODIFIED FEATURES IN ARTICLES

- Implemented Buy/Rent Data through API in RHS
- Developed Article LP without header/footer for API
- Integration of RERA Chapters in Buyer Guide
- OSM Mailers functionality (for those who clicks Notify Me Button), was developed in the Word-Press backend to send Mailer Notification through OSM to all users.

CALCULATOR

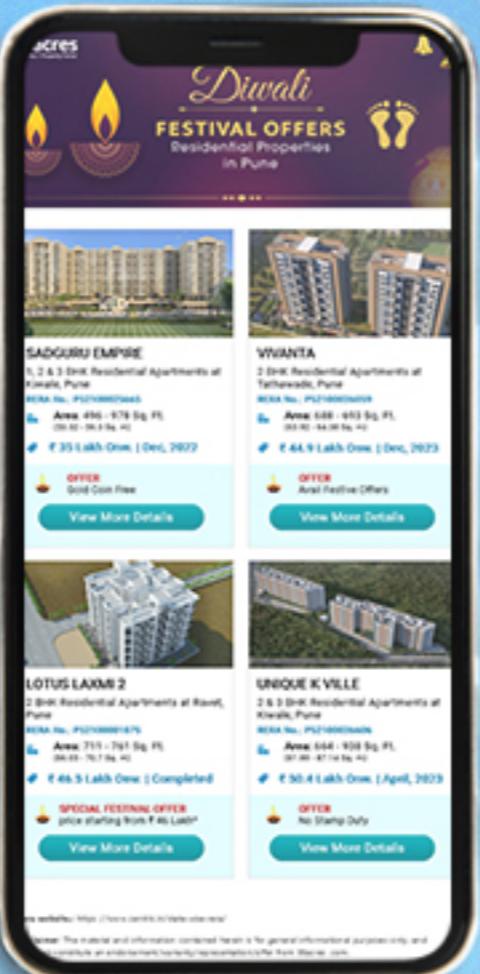
PMAY SUBSIDY

- Users can calculate subsidy on the home loan. This increased user engagement.

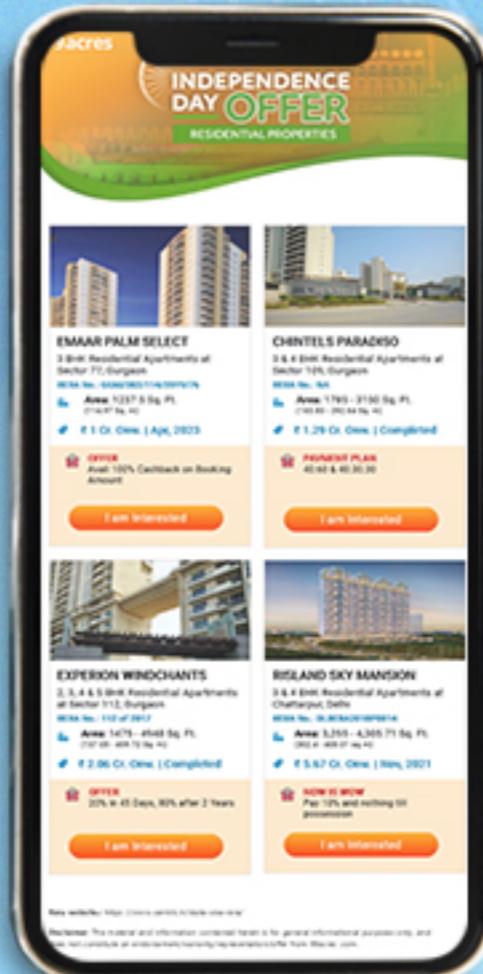
Offer MAILERS



64
Christmas / New Year



72
DIWALI



19
Independence Day

Designed around
155 Mailers
for Residential
and Commercial
in total.



REAL TIME Video Tour

- Users can now tour a house they are interested in buying or renting from the comfort and safety of their home.
- Explore Real-Time Online Video Tours by 99Acres.

MAILERS PERFORMANCE

123553
SENT

18533
OPENED

39%
CLICK RATE

MICROSITE PERFORMANCE

104
VISIT

99%
ENGAGED

103
RESPONSES

[Click here](#)

OWNER & BUYER *Microsite*

- Connect with Genuine Buyers and Tenants at your convenience.
- All you need to do is step into our portal and give a live video tour of your property through a real time video call with buyers and tenants.
- Now, go house-hunting, while sitting on your couch!

[Click here](#)



REALTY BUZZ Marketing

3664
SESSIONS

1620
NEW USERS

2mins 35 sec
AVG. SESSION DURATION

- Know what industry stalwarts have to say about emerging trends in the Indian Real Estate sector.
- Hear their perspective on consumer queries, and on the property market, in general.
- Users can view exclusive webinars and industry insights providing a glimpse into what is buzzing in the real estate market.

[Visit Realty Buzz](#)



Scan BANNERS



Ideate and Innovate on **gallery templates** with deep thinking around the **interactive UI**, studies to engage more users.

JS PREMIER Page ➤➤➤

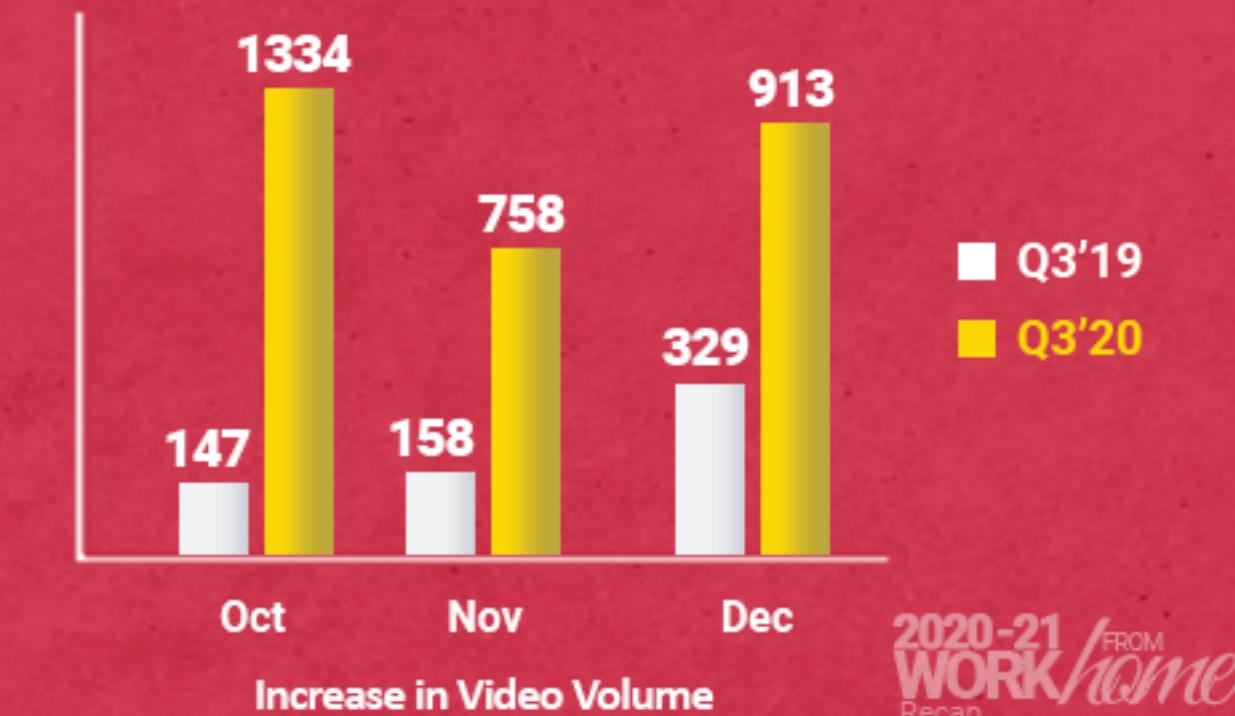
- This product is build for high-value premier clients.
- 2 Templates designed as a start can be used for both Male and Female
- Total page creation will take approx 1 min for generating pdf
- Profile can be created in 5 simple steps:
 - Step 1: Register Profile by entering Unique Profile ID
 - Step 2: Upload Profile data in excel format
 - Step 3: Upload Profile image in jpg, gif, or png format and [Click Register](#)
 - Step 4: Select Template No
 - Step 5: Enter profile ID and [Click Generate](#)



Stats 2020 VIDEOS

- Same day delivery TAT
- Resources aligned 2

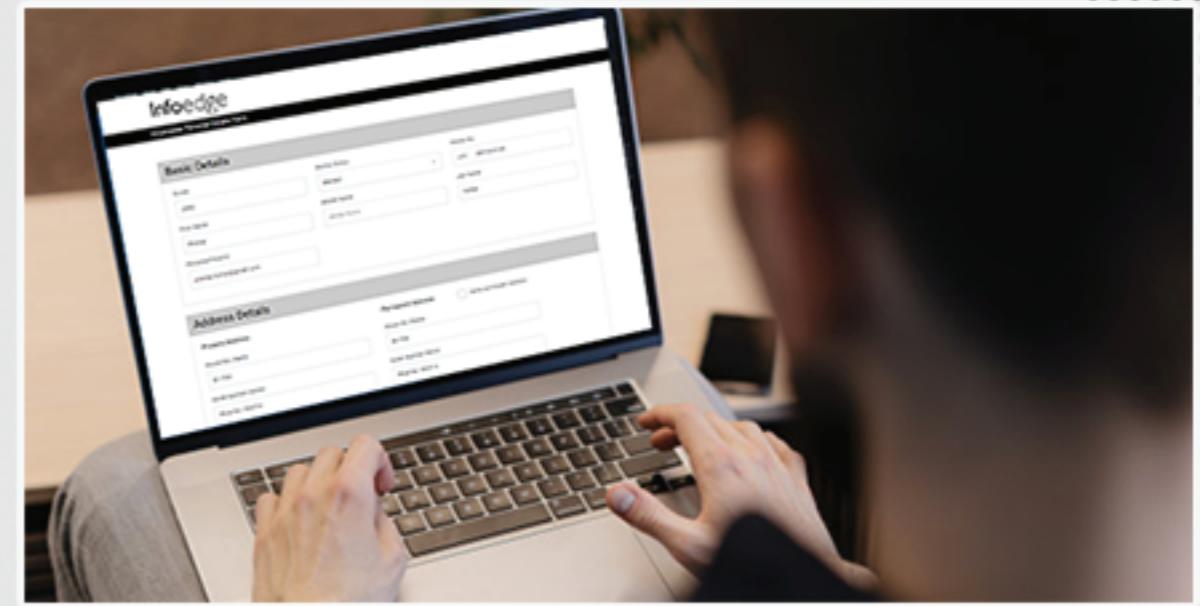
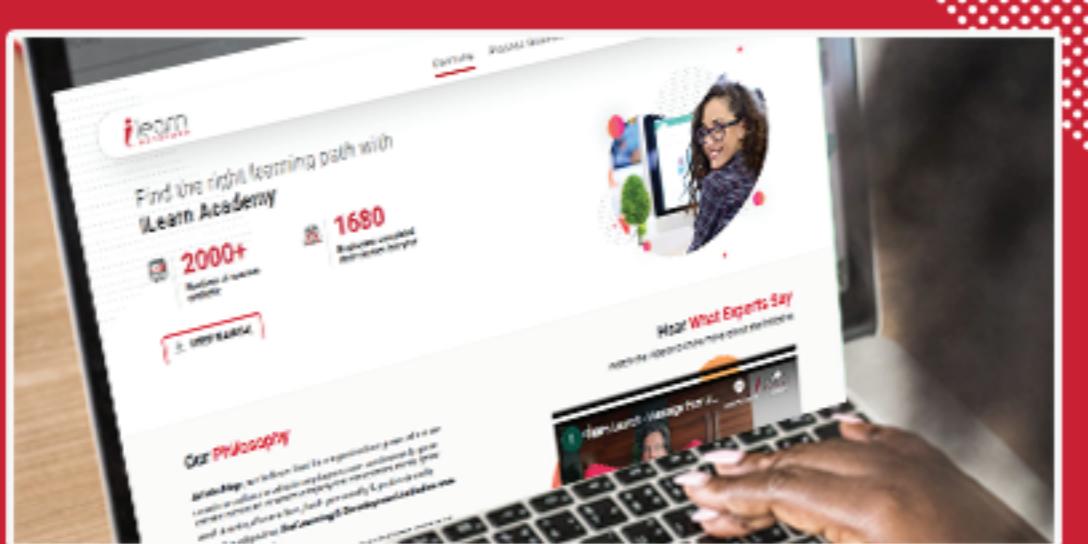
11435
TIKTOK **226**
EXCLUSIVE **802**
FREE LOGO



iLearn Academy 2.0

- Zero Manual effort
- Implemented profile page for each employee
- Easily get the certificate online once you complete the course
- Employees can shortlist the course from recommended section
- Manager and HRBP's can approve nomination online
- Easy to handle backend for adding or deleting course
- Cancel your nomination anytime
- Reduce the loading time of course list
- Categorised the courses for better navigation

[Check Online Courses](#)



EMPLOYEES PERSONAL DETAILS form

- Form is designed to upgrade personal information for all the users in the new HRIS application.
- Users can update their address, contact number, emergency number, etc. that might have changed in the last few years.

UED Scorecard

- Project cycle implementation in UED Scorecard to measure work stats for projects.
- Upgrade the backend flow to make it more robust in terms of calculating points for Regular and Project work.
- Track the kra's and processes for all the individual team members.
- Backend Development is done. Synchronizing of the frontend is going on...



Focus 2021

ONGOING PROJECTS

99ACRES

Knowledge Centre Homepage - REVAMP
Rental Guide
Sponsored Content - HPG REVAMP
99acres Mailers - New Concepts

NAUKRI

Naukri FF Product Mailers
Designs Gallery for HR Mailers
Recruiter Screening Interface Design
Naukri FAQ REVAMPING
Naukri Fraud Alert
RMS & Microsite Template

HR & TRAINING PROJECTS

OPS portal
LMS
Training Module Automation
HR Chatbot UX/UI
Infoedge Leadership Principles
OPS OD - Training Module

YET TO START

99ACRES

Broker Guide
Commercial Microsite for Articles
OMNI Sample Images Gallery
Interior Guide

HR & TRAINING PROJECTS

Learning Journey
Discovery Checkins
Online Tool for Creating Courses - Tina
Talent Scorecard - Deekhsha



“Success is best when it's shared. ,”
- HOWARD SCHULTZ

