



Case Study - Initiative for long-serving employees

Client: A leading IT and ITES player with over 30,000 employees

Business needs:

- a. Recognise the employees who have served longer than 5 years.
- b. Employee and family to feel appreciated by the company.
- c. Branding of employer as a great company to work for
- d. End-to-end support for this initiative.

Constraints:

Some of the employees are serving abroad, so are not with their families. Some other employees are not from the city where the office is, i.e. their family is in a different city.

The TFL way: Program managing the solution across

Ideation:

Of what could be given, how to have them delivered, how to reconfirm latest addresses, etc

Planning, execution & logistics:

A deployment calendar with specific dates and deliverables from both TFL and client, using apps to handle queries like “when am I getting my parcel?”, “How come it has not reached?”. Also managed purchasing, packaging, warehousing and courier (and return couriers). Also the entire effort and stats were documented and reported weekly

Results:

1. We saved the clients several man-days over the quarter.
2. TFL managed the whole initiative end-to-end except the first email to qualifying employees.
3. All packages that were returned were re-sent and reached the customers. Customers were communicated to when that happened.
4. Not a single customer complaint received.
5. Feedback points to the employees and their families being delighted. Some employees sent the packages to their parents.
6. Owing to its success, this is now a quarter-on-quarter initiative