

CASE STUDY



merchandise the products, track competitor activity, put up the Point-of-Sale collaterals, observe off-takes and introduce the schemes, if any.

CHALLENGE

CIEL had to understand the pain points of these merchandisers. We noticed that some of the hygiene factors for an employee were not in appropriate shape, for example: travel reimbursements were not paid on time; leave management process was broken; incentive schemes were not clear to them. The employees did not receive the HR support on time; they were not sure if the company really cared for them. We noticed that they were hopping across to competitor brands even if this organization was reputed.

BACKGROUND

A renowned name in the Indian culinary industry which carved a niche position for itself and is one of the rapidly growing processed food brands in India; also one of the largest exporters of processed foods from India. They were in need of Merchandisers who can visit departmental stores to manage the company shelf spaces,

SOLUTION

To solve these problems faced by the sales-force, CIEL assigned a team with a project manager to review and resolve the overdue issues in a short span of time. After applying this fix, CIEL team travelled to the workplaces of some of these associates to get a feel of their day-to-day challenges and step into their shoes. It helped us identify the loopholes in HR operations that were causing the distress among the employees. This enabled CIEL team to come up with a holistic solution that took care of the employees' needs. The policies were reviewed and reframed along with inputs from the client. Those were reiterated to the employees directly by CIEL as well as by the line managers of the client organization. We explained them CIEL's multi-channel helpdesk support and the processes were clearly communicated. Employees felt assured and started seeing the impact created by CIEL vis-a-vis the earlier service provider.

BUSINESS BENEFITS

The dedicated team of CIEL acted fast to calm the nerves due to the negligence of the previous service-provider. This restored normalcy and raise optimism in

the minds of the employees. Secondly, the listening exercise by CIEL followed by modifications in the HR operations processes instilled optimism and a sense of being cared-for in the minds of the employees. Last but not the least, sustained execution has resulted in decline of attrition and a stronger employer brand for our client.

Illustrative List of Full-Time Roles filled

➤ Field Associates