



## Improving business outcomes for India's biggest online grocery delivery organization

The Company is one of India's largest food and grocery delivery brands offering a multitude of products including fresh fruits, vegetables, meat, eggs, household, packaged and beauty products. With 20,000+ products and over 1,000 brands in its catalogue, it is an online supermarket that caters to all urban and semi-urban markets.

### Business Challenges

The Company scaled up drastically with the rapid adoption of e-groceries upon the onset of the Covid 19 pandemic. With quick market expansion, the Company was suddenly met with the requirement of serving more than four million households across 25 cities and managing a workforce of 30,000 frontline employees. Given the rapid growth of the Organization and intricacies in its organizational structure, the Company needed solutions to manage the distributed workforce, while ensuring efficient delivery in a short turnaround time.

### How BetterPlace Helped

BetterPlace HRMS Platform ensured quick and effective onboarding to cater to the Company's immediate workforce recruitment, onboarding and training requirements. Through our comprehensive platform, the Company was offered a customized solution that enabled mapping of distributed workforces and centres to ensure effective workforce management and transparency in terms of transfers, change in salaries, data/document management, off boarding, reasons for exit, reporting structure and more.



## Results



**30,000+**  
workers onboarded



**20 minutes**  
saved per onboarding



**95% reduction**  
in manual errors



**500+ manhours**  
saved every month

**Unlock your true potential through our people-centric, tech-driven offerings.**  
Empowering your workforce has never been so easy!

## About BetterPlace

Founded in 2015, BetterPlace is the largest workforce management platform offering people-centric, tech-driven solutions that enable enterprises to drive operational efficiency while improving the lives of their workforce. BetterPlace HRMS Platform is a comprehensive, digital solution that helps employers manage the entire life cycle of their frontline workforce by providing them services such as hiring, assessment of job seekers, digital onboarding, KYC, training, attendance management, payroll, compliance & more, while helping frontline employees get upskilled, with on-demand access to financial and healthcare services.

Uniquely placed to solve the gap that exists with the blue-/ grey-collar, contractual and gig workforce, BetterPlace is trusted by over 1,000 organizations & impacted 10M+ lives.

## Transforming the Frontline Workforce Ecosystem

### HRMS Platform

Future-ready  
enterprise platform to  
manage frontline workforce

### SELECT

Tech-enabled  
solutions for contractual  
& gig workforce

### BENEFITS

Insurance &  
Merchandise for  
frontline workforce

### rocket

Pre-verified &  
pre-skilled pool of  
frontline workforce