



A specially cut-out hire-to-usbkill solution for India's favourite gourmet meat brand

Licious, a leading gourmet meat brand and the first D2C unicorn in India, is known for delivering high-quality, fresh and clean meat and meat products to the customers' doorsteps. The company works on a farm to fork model, with an entire cold- & back-end supply chain and operates across all major Tier I and Tier II cities.

Business Challenges

To match its scale of operations, Licious needed manpower supply and staffing, compliance and payroll solutions for its frontline workforce. The Company needed quick and accurate background verification to be conducted for safe and efficient onboarding. Licious also needed help with tackling frontline workforce attrition & looked for a customized digital training solution that could improve engagement among its workforce across locations.

How BetterPlace Helped

Having chosen BetterPlace as a trusted provider of frontline workforce management services, Licious successfully addressed several workforce management challenges in the last 4 years. From bulk hiring the right talent and running near-instantaneous background checks for its workers to managing payroll & compliance for retail promoters in offline outlets and upskilling its delivery personnel, BetterPlace HRMS Platform remained a one-stop solution that helped Licious increase productivity and curb attrition.



Results



1,800+
monthly active users



350+ worker profiles
verified every month



800+
learners trained

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