



## Swiggy uses BetterPlace HRMS Platform to improve rider retention

Swiggy is India's largest online food delivery platform operating in over 500 cities. A market leader in hyperlocal food delivery, it serves customers via its partnerships with thousands of restaurants and local food joints, with a technology-based approach to handle logistics and demand. The Company has over 2 lakh delivery executives who work tirelessly to bring food to customers' doorsteps.

### Business Challenges

Swiggy needed a way to quickly and accurately carry out background verification (BGV) for its delivery executives. The Company also aimed to expand its fleet of e-Bikes, in line with its objective to reduce carbon emissions.

### How BetterPlace Helped

With an association of over 5 years, BetterPlace has been a preferred workforce management service provider for Swiggy. Through the BetterPlace HRMS Platform, Swiggy conducted near-instantaneous background checks for its delivery executives in over 55 cities. Additionally, Swiggy used the digital onboarding & e-Bikes services on offer the HRMS Platform, thereby improving rider retention for India's most-preferred food delivery partner.



# Results



**50k** workers onboarded every month



**30k-40k** worker profiled verified every month



**200+** e-Bikes deployed & scaling up



Managed asset procurement & distribution

**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