



Zepto uses BetterPlace HRMS Platform to **scale business operations**

Founded in 2021, Zepto is an instant grocery delivery startup that has been growing at a rapid rate since. With 100+ dark stores across in its first year of operation, Zepto delivers over 2,500 grocery items.

Business Challenges

With a value proposition to normalize 10-minute turnaround time for all grocery delivery orders, Zepto needed to scale up its operations at a fast pace with effective and trained resources to meet high demand for delivery fleet and customer service. The delivery executives and the customer service team had to be screened and pre-trained to be able to pull off the promise of delivery in 10 minutes across geographies.

How BetterPlace Helped

Using BetterPlace HRMS Platform, Zepto managed its workforce management needs & accelerated towards scaling up its business operations. Through the Platform, Zepto sourced its delivery partners, conducted their background verification and also trained them for the job. Additionally, BetterPlace managed Zepto's merchandise-related requirements including procurement of assets such as T-shirts, delivery bags and mobile pouches.



Results



500+
workers hired



8,000+
worker profiles verified



100+
delivery executives trained



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