

## **Branch Banking Project**

Volume Hiring for 3rd party channel for the role of Bancassurance Relationship Officers



2000+ positions in 80 days



Requirements spread Pan India

Funnel of 25,000+ profiles



200 partners -10K profiles



Your referrals



Calls, Mailers, SMS, Whatsapp msg, Voice drops, Leaflets, Advertisements

## OUR EFFORTS

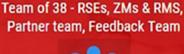
The last 60 days has been like a clockwork for the entire team.

Day Night was not known with every member stretching for more than 14 hours a day with no weekends & holidays





Helpline Desk & Feedback System







Other Teams Involved -CRT, e2E, Marketing, Summer Rain, HR, IT, Tech & Admin



14 hours x 60 days



Our Team capacity - to deliver 250 a month Required to deliver - 500 a month



Entire Process out of system - Everything manual - Data errors - No central data control - Very little

transparency

## SUMMARY OF CHALLENGES

The process, time & volume threw a lot of challenges to the team



Different selection process



High rejection rate post selection due to a specific criteria

## OUCCOME OF THE EFFORTS



1500+ selects in 60 days

All the hardwork has begun to payoff. We have already crossed half the bridge. We need to sustain the momentum gained to achieve the target

950+ joined & ~350 to join

"It would not have been possible without the efforts of the entire team & all those who supported them"