

## Case Study - Data Management Services (Data Entry)

### Delivery Model

Onsite, Trained Resources

### Project Details

1500 people. 3 Delivery Managers. 60 days.

### Business Value Delivered

4.2 million application forms processed.

1500 recruits ramped up in less than two weeks.

A temporary office created for 1500 people.

### Achievements

DesiCrew scaled up - more than 10 X times - in a very short period.

Set up a corporate work space, out of a Banquet Hall in Jaipur, for 1500 people.

BPL families benefit directly.

Employment opportunity for more than 1500 people including 300 women.

### Background

- As a part of their financial inclusion initiative plan, one of the State Governments of India facilitated the opening of bank accounts for people below the poverty line (BPL) in their state.
- The client required an agile and competent partner to complete this initiative for more than 4.2 million people across the state.
- The mandate required DesiCrew to:
  - Collect around 4.2 million application forms in Hindi and English, from across the State.
  - Digitise these forms onto the client's online application.
  - The project was expected to be completed within 60 days.

### DesiCrew's Solution

- Key members from the Chennai team moved to Jaipur to understand the process requirements and lay out the work flow.
- DesiCrew created a make-shift office - a corporate working setup - complete with systems out of a Banquet Hall in Jaipur.
- Processes, including quality checks and TATs for individuals were set in place.
- The logistics for the flow of applications from across the state were also laid out.
- Hired more than 1500 individuals after interviews and tests, to work on this process 24/7.

### Operational Advantage

- DesiCrew's ability to scale up, (more than 10 X in this case), set-up workspaces, hire competent resources at client site, even for short turn-key projects in one of its core strengths.
- Forms in two languages (English and Hindi) were digitised.