Why JAM?

In recent years, many large companies/sme's are engaging partners who can provide them with integrated backend support. This shift enables them to achieve the following:

1) Enhanced focus on their core business
2) Faster time to market
3) Provide value to the business through optimization and drawing on synergies
4) Leverage of scale and right-skilling opportunities

JAM has the required resources, skills, infrastructure, experience, and most importantly, the processes and methodologies in place that will be implemented to meet and exceed the client's business goals and expectations.

This section will give a preview on JAM's DNA and substantiate on JAM's above stated capabilities.

In House CRM: JAM's CRM has evolved over the years and now add value to clients need in following areas:-

✓ Pre-sales customer life cycle management. Do refer to the entire presentation on CRM in the **Vertical** section.

✓ Post-sales customer on boarding and interval based feedback. JAM's CRM can enable tracking the customer post sales experience by seeking feedback at regular intervals (3 days/30 days/90 days/180 days/360 days etc)

✓ Loyalty Module. JAM's application is well evolved to manage a point based loyalty program. Organizations which intend to give loyalty points to their customers / dealers / DMAs etc. on various activities can now do so using JAM's operations and technology solution. JAM shall also ensure that organizations are able to reciprocate favorable customer activities via sending gifts to customer addresses.

Right skilled workforce: JAM's workforce comprises of the following roles:-

✓ Tele-Associates. The frontline soldier of JAM's workforce is well aligned to deliver on any outreach program.

✓ Tele-Supervisors. Tenured associates / lateral hires are tasked with managing team, in addition to their contribution on JAM's core tasks. *(In lateral hire cases as well, JAM clearly spells out that the primary role is to contribute in calling programs.)*

✓ Analytics Consultant. JAM engages Analytics Consultant, who assists in churning out insights from various research programs being conducted.

Hiring Edge: JAM has the following advantages in this critical context.

✓ Location Advantage. JAM's office location offers the following advantages:-

➢ Proximity to Railway Station. JAM is located at a 5 min. walk from Malad Station. This is always a big convenience factor in Mumbai for people who take trains to work.

➢ Proximity to Mindspace, Malad (W). This gives JAM an access and to be a part of the BPO eco-system in this region.

➢ Proximity to Orlem Community, Malad (W). This is where JAM banks upon for its South Indian Language Requirement. JAM has also developed relationship with few community service oriented people and churches/chapel and thereby meeting its hiring objectives and also contributing to the social cause.

✓ Associate Referral Program. JAM has an ongoing referral associate program since last several years. This has invariably bought in people with the right frame of mind into the system.

- ✓ Relationships with colleges. JAM has developed mutually beneficial relationships with SNDT Women's college, Malad (W). This source has also been very effective in meeting sudden / short term program needs.

- ✓ Job Portals. JAM has secured licenses for access to leading job boards and the same has been a critical lever to meet JAM's hiring needs.

Training*:* This is the epi-center of JAM's quality initiatives, with senior management directly participating on the same.

- ✓ New Program Implementation always has an induction program either with clients or top senior management. Following which Process Notes, FAQs are prepared and client sign-offs obtained

- ✓ New Learnings. Any new scenario encountered by JAM's operations team is noted in the form of learning and the FAQ document is updated with the same. The entire team is educated on the same in daily meetings and sign-offs taken.

Senior Management Direct Involvement*:* This is the single most contributors in JAM's competitive advantage. JAM's flat hierarchical structure enables easy access of senior management by 'Tele-Associates' and vice versa. The direct involvement of senior management at operations level gives the much required impetus to any outreach program. Moreover, clients gain confidence as they get instant / quick responses to their requirements.

Data Security*:* Client data security is of utmost priority for JAM and therefore appropriate measures have been put in place to ensure compliance to the requirements of 'data security' and thereby ensuring that no unauthorized use of the data happens *(whether intended or not intended)*

- ✓ Controlled Access to Shop Floor. Also, Associates are not allowed to carry mobile phones, pen drives, CD, floppy and any other storage devices on to the shop floor. *(Deviations need to be signed off by senior management, if any)*

- ✓ Client - Server Infrastructure. No client data is allowed to be stored on desktops. Every Associate works on data available on the server.

- ✓ Associate Desktops. All drives are removed / disabled from Associates machines.

- ✓ Printer Access. The same in entitlement based. As of now, no Associate level has been given access to printer.

- ✓ Internet Access. No Associates are provided internet access in general. *(Only for business purpose, internet access is enabled on specific associate machine, and is withdrawn as soon as the purpose is met. This control is only with the administrator/operations manager)*

- ✓ Password Policy. JAM has a strict policy around 'password ownership and protection'. Under no circumstances, an associate can share his/her password with their colleagues

- ✓ Associates are sensitized of the importance and criticality of 'data security' & 'data purging' as an on-going process. A formal test is also conducted once in a quarter, covering various areas on 'Information Security'.

- ✓ Internal Sweep. As it has been widely understood, that no program on 'data security' can be complete without checks *(as there are limitations around evidencing most of the above measures)*, hence JAM adheres to a rigorous checkpoint based approach. JAM conducts internal sweep two times in a month. One sweep would be announced and would be generally conducted in the first week of a month. The other sweep would be unannounced. The objective of the sweep would be to ensure the following:-

  - ➢ No unauthorized data *(as per the record retention grid)* is lying with agents.

  - ➢ To report any non-compliance to JAM's management.

  - ➢ Non-compliance is also made aware of specific Associates and appropriate feedback given.

Quality*:* JAM's philosophy has a very strong believe in Philip B. Crosby's saying – "*Quality is Free*". It is this belief that drives the following policies of JAM:-

- ✓ No Targets. JAM does not provide any leads based targets to its associates. And thereby delinking their motivation to over-perform by undermining quality. This has also aided in creating goodwill for JAM among its target resource base and has given it a distinctive hiring edge as well.

- ✓ Reward sharing with associates. JAM firmly believes in acknowledging and celebrating small WIN cases, and thereby providing a boost to its Quality endeavours.

- ✓ Technical environment. JAM's infrastructure supports 100% call recordings and thereby facilitating training and feedback on specific agent/cases.

- ✓ Span of Control. 1:5. Moreover, a supervisor is physically close to his/her team. This ensures that team member can take guidance/validate every unique customer case at that very instant and in most cases, while customer being on the line.

High Customer Satisfaction: JAM has a very high Customer satisfaction across all the services offered. More than 80% of JAM's revenue is accounted from repeat business and among the rest, 15% is from referrals. As regards Mahindra Group is concerned, JAM is already working with 5 companies on a regular basis.

Domain Expertise: JAM has a strong handle over managing support centres of pre-sales (Lead generation), post-sales (Market Research & Helpdesk Management). Below are snippets of some "out of box" thinking that JAM has deployed to achieve desired goals of their clients.

Client	Program	What has JAM done differently?

Leading NBFC	School Bus Lead Generation	- As it was a B2B engagement, JAM had a very rigorous process around documenting every person name, designation, conversation, preferred time to call etc. - JAM has run this program from data purchased from secondary market sources.
Leading NBFC	Lead Generation for CV loans	- This was a cross sell program wherein JAM has reached out to customers who have earlier taken loans for tractor-trolleys. - Leads were passed directly to the concerned individual in the branch. Along with the customer feedback.
A Startup Company in Recruitment space	Lead generation - Demand Side (Companies)	- JAM has generated leads by monitoring postings on Job boards like Naukri, Monster - As TAT of sales process was critical, JAM has used Google Docs effectively as a workflow tool.
A Reputed (20+ Yrs) CA Coaching Institute	Lead Generation for Tablets	- JAM has effectively used Job Portals to reach to the target audience - CA Aspirants.
Leading name in Buying/Selling Pre-Owned Cars	Lead Generation - Supply Side (Individuals Selling Cars)	- JAM has effectively leveraged the online world and has used websites like Olx / Quikr to engage target audience.
Mahindra EARTHMASTER	Prospect Inventory Creation	- JAM has prepared a database of over 10000 customers (PAN-India), who are owners of Backhoe machine. This was purely done on reference seeking model (with no incentives to customer).

Leading Bank	Jingle Testing	- A leading bank wanted to get their recently launch jingle tested.. In terms of awareness (aided, unaided), Key takeaways from Jingle etc. They wanted to conduct this study with FOS model. - JAM challenged their thought process and conducted the entire program on phone, wherein the Jingle was played to respondent on phone and feedback sought. - This invariably reduced cost / timelines.