

# **Manufacturing Industry Case Study**



**“Delivering Greater Performance by  
Unlocking Business Potential”**

# Introduction

iTalent's **BizGrow** solution is highly effective approach to help its client reach their business goals by focusing on what's most important for business to grow. This solution is aimed at bringing sense of focus & awareness towards reaching organisation's true potential. We reach our aim by ensuring individual employee performance contributes in achieving business objective.

Take a look at our work in helping companies achieve more.



# Manufacturing (Process)

## Industry

A Printing company aiming for expansion owing to enhanced production capacity, approached iTalent for Rapid, Dramatic Performance Improvement.



### Client's Challenge

- Underutilisation of production capacity
- High attrition & inconsistent employee performance resulting in customer complains
- Undefined target market with absence of sales & marketing best practices
- High bad debts, inconsistent payment & pricing policies creating shortage in cashflow

### iTalent Solutions:

- Conducted extensive audit to identify gaps in strategy, identify process gaps & people practices. Conducted thorough competitive analysis across multiple cities
- Redefined organisational objectives based on business capacity, market growth & printing industry growth trends
- Identified key performance indicators of every department as well as all employees
- Restructured marketing department with major focus on having competitive pricing & collection Policy
- Redefined standards & best practice for vendor empanelment & helped client negotiate for higher credit period

## **Impact on Client's Business:**

- Company was turned cash rich & turnover was increased by almost 150%
- Almost 70% of bad debts have been recovered
- Attrition has reduced by 80%
- Machines are working at 80% capacity, new machinery procurement is being planned
- Client opened new territories for business
- Customer complains have gone down by 70% leading to more repeat orders.
- Insightful performance reporting & analysis by iTalent helped client increase its employee performance by 30% over all & about 60% for marketing employees.
- Performance Management boosted employee engagement as they could see their contributions towards growth of company. It also led to low attrition & absenteeism
- Client is able to take faster & informed decisions with iTalent's monthly performance insights

# Contact Us

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