High Speed, Maximum Delivery

Flipkart

flipkart.com

Enabling Last-Mile Training

www.Flipkart.com

How UniTol Training Solutions worked collaboratively with a client as it scaled its operations. The partnership required training large number of people in shortest possible time across multiple locations.

Executive Summary

The year 2014-16, Flipkart, one of India's earliest E-Commerce companies is scaling up to what would eventually become a leader. The scale-up meant enabling order delivery pan-India. This in turn required that a large number of people be trained, especially on the front line.

Challenges

Delivery Executives, who are the face of the organization – the point of interaction between the customer and company, determine how customers experienced Flipkart. Training, as a requirement, was imperative but brought with it a few challenges.

UniTol TRAINING SOLUTIONS

One of the first things was the sheer quantum of work – both in terms of volume (in terms of number of employees to be trained) and cover (spread across the country). Then there were the added dimensions of stringent timelines to meet festive seasons and tight budgets to meet volumes.

The solution offered

UniTol assembled a team – with an understanding of training processes and those who worked with training infrastructure. We then identified Pan India Trainers and Training venues, to meet specific requirements. We introduced the concept of Training Venue which belonged to the 'non-hotel' category. A simple, yet effective solution for client requirements

Results and……

In the run up to their festive season sale, the first of the 'Big Billion Dollar' initiative of the company, a total of close to 3000 front line employees were trained – a intensive induction program. All this was done in less than 5 months, and within the budget for the company.

Flipkart has continued to be our client for over 5 years and we continue to serve their needs with regards to various training execution processes – including trainers, training venues, and training out tasking.

….benefits

Rapid Scale up to meet Client requirements

Reduced costs and increased coverage

Increase in end-customer satisfaction