goBetter | zepto

Unlocking Efficiency: Zepto's 40% Overtime Cost Reduction with goBetter

About Zepto

Founded in 2021 by Stanford University dropouts, Aadit Palicha and Kaivalya Vohra, Zepto is India's fastest growing e-grocery company valued at $1.4 Billion following its recent Series-E fundraise of $200 Million from marquee global investors. Headquartered in Mumbai, Zepto is present across 10 major cities in the country, and delivers 5000+ products, including fresh fruits and vegetables, daily cooking essentials, dairy, health-and-hygiene products, etc., to Indian homes within 10 minutes. Through strong tech capabilities, an efficient business model, and a network of highly optimized delivery centers across its 10 locations, the company is revolutionizing the Indian grocery segment currently pegged at $600 Billion, making it easier and more convenient. Beyond groceries, Zepto has also introduced a cafe offering that allows customers to order Coffee, Chai, and other Café items, along with their groceries. (Source)

Challenges

During the hyper-scale phase startups expand and grow rapidly. After Zepto's initial success, it was ready to reach new heights. Poised to serve millions of households across major cities in the country with its lightning fast delivery services.

However, there are certain prerequisites to scaling a business. You need systems, processes, technical infrastructure, vendors, partners that work at scale. Not on the levels they currently operate at but at the next level and beyond.

For its frontline workers - the delivery agents on the ground, the staff operating in dark stores - the operations team at Zepto identified two major gaps.

- **Limited or no real-time analytics:**

  While Zepto strived to serve customers with speed, internally the team and decision makers often didn't have access to data at the right time. This lack of visibility into what was happening on the ground acted as a major deterrent to scale faster.

- **Lack of an integrated system to manage frontline workers:**

  The team relied on multiple point solutions to manage onboarding, verification, attendance and payroll of its frontline workers. To manage the growing workforce they needed a single solution that did it all.

Solution

The team at Zepto evaluated goBetter and pressure tested it for scale. Streamlining several frontline workforce management processes. That includes onboarding, verification, attendance management, payroll, manpower vendor management and more.

Efficient and Transparent Attendance Marking:

- **Geo Based Attendance Marking:**

  With this workers can only mark attendance when they are present at the site. Drastically reducing the number of false attendances.

- **AI based spoof detection:**

  Fake attendance attempts often go unchecked. Leading to bad actors and unfair practices. goBetter offers near real-time spoof detection that ends the menace of proxy attendance marking done via pre-recorded videos, photos or live video calls right at the time of punching in.

Advanced Access Management:

With access management account admins get greater control over who has access to data. Account admins can restrict access based on tags like location, functions, or roles. Giving greater flexibility to admins and helping them provide access to their employees in a targeted manner.
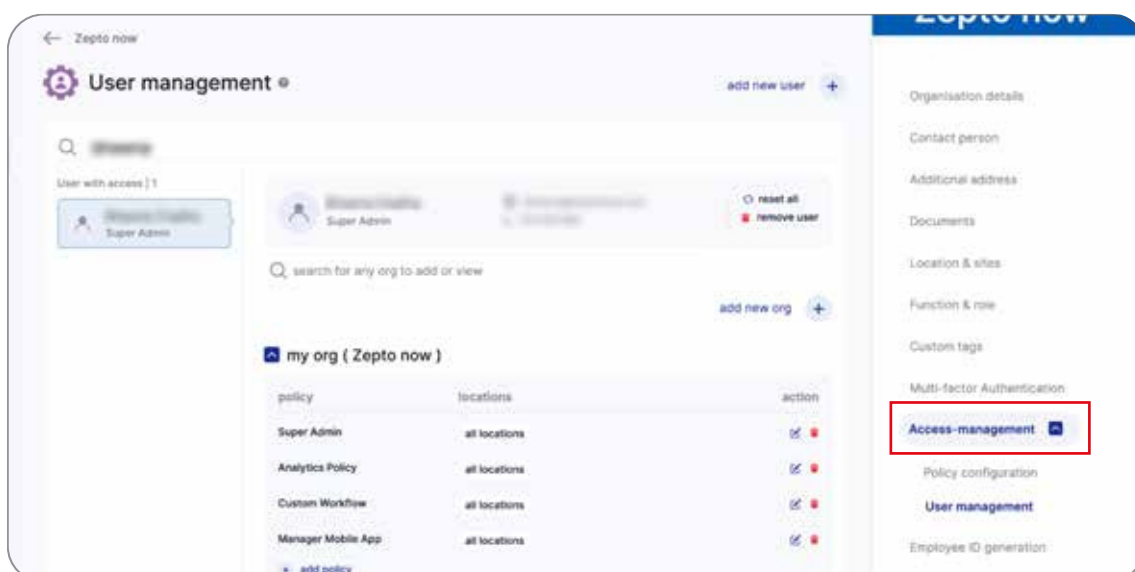
Real-time, fully customised data dashboard:

goBetter's real-time reporting dashboards helped the operations team at Zepto take quicker and informed business decisions. They could access site, locality, city level availability of delivery staff. Which helped in efficient resource management.
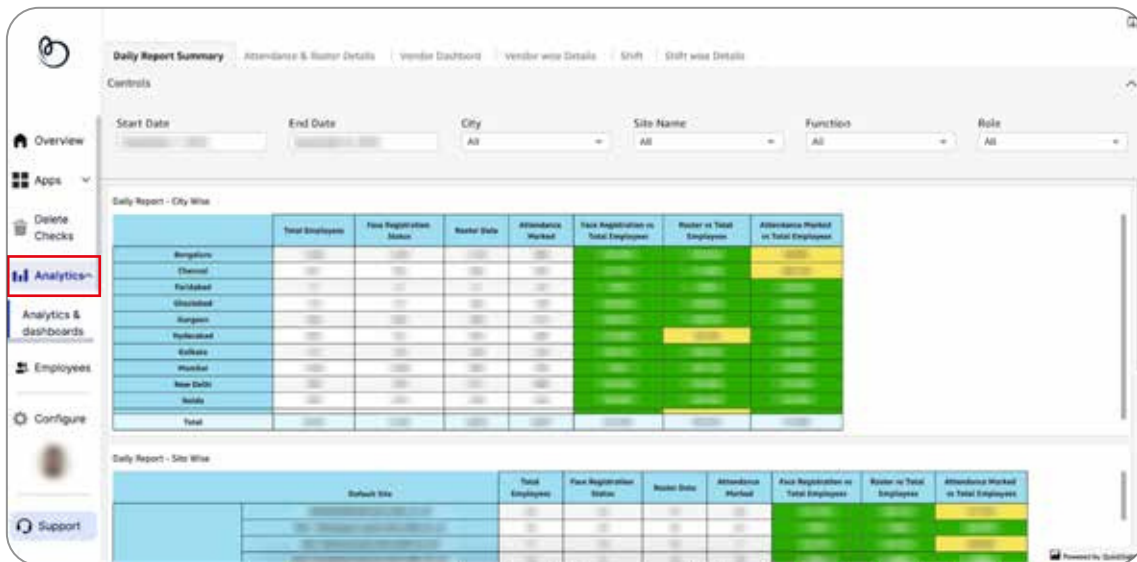
Easy shift planning/rostering:

Store managers and facility managers often struggle with allocating resources with changing business needs and varying resource availability. Making resource planning a critical aspect to efficient operations. With the goBetter platform they could plan shifts, set a roster and get visibility into all aspects of resource planning.
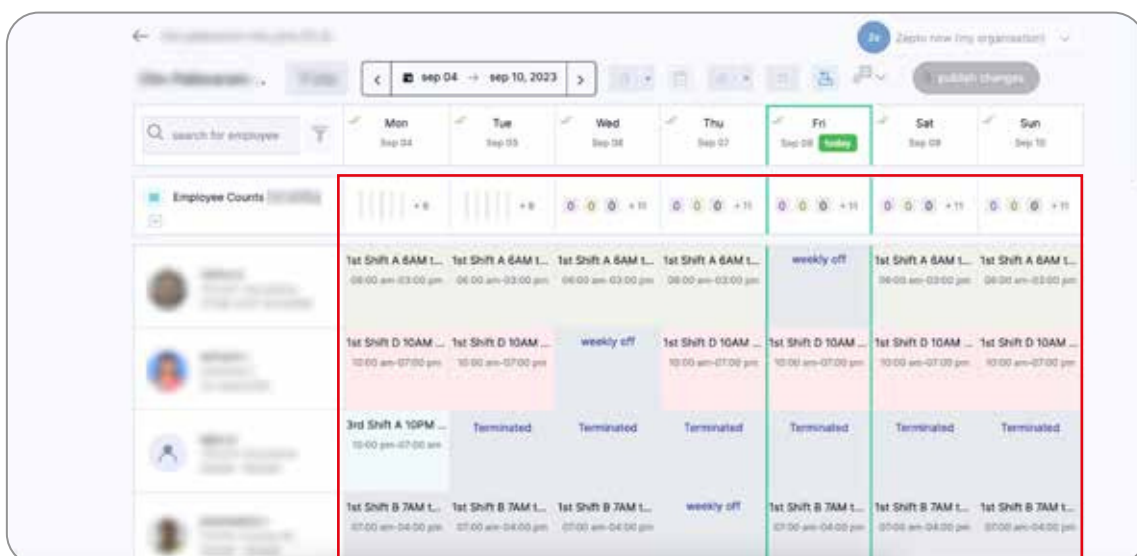
Impact

At an overall level, Zepto derived several micro and macro efficiency gains by using an integrated solution.

- Greater trust in the system led to reduction in false overtime clocking which amounted to 40% cost savings.

- Plugging such leakages meant a healthier, scalable, and efficient frontline workforce management.

8000+
Workers onboarded
and mark attendance daily

25+
Manpower Vendors
Managed

goBetter

300+
Sites Manage

Testimonial

"Our experience with goBetter has been impressive from the start. The demonstrations they provided were not only good but also incredibly informative.

What stood out was the level of support we received during these demonstrations. We requested multiple sessions to ensure we fully understood everything, and they were more than accommodating.

Moving forward, when it came to onboarding and implementation, the support was exceptional. Our product team had a seamless transition thanks to the thorough support the goBetter team provided. We asked for a lot, especially regarding API integration, and they executed it smoothly. It felt like they went above and beyond in terms of support.

During the pilot phase, the entire team was incredibly supportive. They were readily available to answer questions and guide us through the product's features. They even conducted detailed inductions that helped our team build internal content effectively.

All in all, this support and assistance led to a successful implementation right from the get-go."

Gaurav Rakawat
Darkstores Head, Zepto

goBetter
Revolutionize Your Workforce

Expanding to 500+ cities across APAC and GCC from India