



# bigbasket's Real-Time Efficiency Leap with goBetter

## About bigbasket

bigbasket is India's largest online food and grocery store that delivers products to customers' doorstep. Right from fresh fruits and vegetables, rice and dals, spices and seasonings to packaged products, beverages, personal care products, meats – the platform has it all. Majority-owned by Tata Group since May 2021, bigbasket has 1,00,000+ products across 1,000 brands in its catalogue. (source)





## Challenges

At the surface level online grocery retail seems simple - place an order and wait for some time for the products to be delivered at your doorstep. However, a lot goes on behind the scenes in delivering the desired customer experience. There's the entire tech stack that enables capturing of the order online across platforms, inventory management, delivery workforce equipped with the right tools for the last mile delivery and umpteen others.

While there are some parallels between offline retail and online retail; these are fundamentally different business models solving for starkly different operational, functional challenges and at vastly different scales.

For an online food and grocery store, scale is where the complexity goes up manifold. With respect to its frontline workforce management, bigbasket wanted to:



Eliminate manual processes in onboarding frontline employees as manual processes were error prone and highly inefficient



Digitize the complete frontline workforce lifecycle management



Have access to data in real-time



## Solution

The bigbasket team used goBetter to streamline onboarding and managing frontline workers. Using the platform features they were able to create specific processes that suited their business requirements. This helped them not only improve the experience for the workers but also internal employees responsible to manage frontline workers.

#### Progressive Web App for seamless onboarding:

Onboard candidates in a self-serve manner using which they can seamlessly upload the documents and complete the onboarding process.

2:40	•1   4G 🔲)
🗕 🕻 Fill Basic Details	<b>.</b>
Candidate Name *	
Aadhaar Number *	
Phone Number *	
Father's Name *	
Gender *	
	•
Date of Birth *	
dd MMM yyyy	**
Age *	
Role *	
	•
AA 🔒 bb.codzestage.com	C

Business • Select EUnit • Egion EBranch EUnit EUnit Attach Resume Vpload Image, DOCX, DOC or PDF upto 5MB	= <	Fill Basic Details	1
Select EUnit *  Region  EBranch  EUnit  Attach Resume  Prop files to attach, or browse Upload Image, DOCX, DOC or PDF upto 5MB	— `		
Egion EBranch EUnit Drop files to attach, or browse Upload Image, DOCX, DOC or PDF upto 5MB	Business *		
Egion EBranch EUnit CAttach Resume Prop files to attach, or browse Upload Image, DOCX, DOC or PDF upto 5MB			
EBranch EUnit Attach Resume Prop files to attach, or browse Upload Image, DOCX, DOC or PDF upto 5MB	Select EUn	it *	
EBranch EUnit Attach Resume Prop files to attach, or browse Upload Image, DOCX, DOC or PDF upto 5MB	Bagian		
EUnit Attach Resume Prop files to attach, or browse Upload Image, DOCX, DOC or PDF upto 5MB	Region		
Attach Resume To Drop files to attach, or browse Upload Image, DOCX, DOC or PDF upto 5MB	EBranch		
Attach Resume To Drop files to attach, or browse Upload Image, DOCX, DOC or PDF upto 5MB			
Drop files to attach, or browse Upload Image, DOCX, DOC or PDF upto 5MB	EUnit		
Drop files to attach, or browse Upload Image, DOCX, DOC or PDF upto 5MB	Attach Res	sume	
Upload Image, DOCX, DOC or PDF upto 5MB			
		Drop files to attach, or browse	
	Upload Imc	age, DOCX, DOC or PDF upto 5MB	
Remarks - Fill Basic Details	Remarks -	Fill Basic Details	
	Submit		

#### Task Page with Configurable Filters

Assign tasks to individuals or groups of users responsible to complete the task. For example, assign onboarding related tasks to HR operations executives or assign training tasks to the L&D team.





4 Module	<b>(</b>	Q Search by Name or Phone Number				Development Team -
	🛱 Dashboard	A Tasks 4 Onboarding 4				♥ Onboarding ♥
ol of Refinery	Tasks     Entities	My tasks (120) My broup tasks (121)				1, Created Date 👻 🚊
9 Module	Processes	Nr	Task Title	Created Date & Time 22 Oct 2020 14:31:09	Due Dote	Claim
Catalogue Notice	<ul> <li>Config</li> <li>Master Records</li> </ul>	for .	Task Title	Created Date & Time 22 Oct 2020 16:56:46	Due Date	Claim
	Reports	For	Tosk Title	Created Date & Time 08 Mar 2021 12:31:23	Due Date	Claim
		For	Tosk Tible	Created Date & Time 27 Mar 2021 15:33:48	Due Date	Claim
		For	Tosk Title	Created Date & Time 27 Mar 2021 15:42:46	Due Date	Claim

#### Single source of truth for employee record:

One dashboard to manage all data pertaining to the workforce. Perform actions like updating existing employee data or bulk onboarding or offboarding using defined process flows.

Dashboard	Atrition A			Active - Start Bulk
) Tasks				Offboarding This workflow is used to initiate an effboording pr
Entities	Name 🕫	* Q EUnit	Code     Code	Profile Changes Process Flow This is an organization workflow.
Employee Records	0			Salary Changes Process Flow
Processes	6			This is an organisation workhow.
Config	0			Transfer Process Flow This is an arganisation workflow.
🗄 Master Records	0			Ð
Reports	0			Э
Inventory	6			Ð
	0			Ð
	<b>O</b>			Ð
	٠			Ð
	6			Ð
		< 1 2 3 4 5		

#### Dynamic Dashboard with Configurable Charts

Fully configurable dashboard to keep tabs on frontline workforce analytics like number of workers onboarded, tasks completed, etc. With filtering capabilities to slice and dice the data that you need.



<b>é</b> (E					٩	
Processes	Aconfig & View & Add dashboard &		Descripti	ion -		
Config						Add Widgets
R Users ₩ Groups	All Workflows	•			Onroll	
Departments	Ongoing Process	Completed Process	Withdrawn Process		angoing 208	
Ø Locations	316	843	312		completed 293	
📳 Email Settings	PROCESS CHART		May 2023-Oct 2023 ~		withdrawn 188	
🗹 Themes	initiated completed				ongoing      completed      withdrawn	
🖽 View	40		33			
E Lists	20	25		My Tasks 184	My Group Tasks	
Roles	10 7		4	104		
🗂 Portals	3 3	1 0 0 Jun Jul Aug	0 0 Seo Oct			
Custom Attributes	May	Jun Ju Aug				
⊌ Workflows						
Master Records						
Powered by ezeDox			Cancel	Save Layout		

#### Detailed Process Page with Advanced Search Feature:

Track the worker onboarding process and manage candidate profiles. Filter the data with the DOJ, region etc.

_ ⊂	Q EUnit	<ul> <li>Search by EUnit</li> </ul>				0
🔉 Dashboard	AProcesses A				Import History Sto	e Onboarding •
🖹 Tasks	Ongoing 305 Completed (23 With	drawn (276)				
ta Entities	Started by	Storted at	Current Owner	Progress		
S Processes	maggi goNew	20 Sep 2023 15:39:47 Training Status =	Invite Candidate for Doc Capture	Category Onroll	EUnit	Show Details
Config						
Master Records	testpon k	Started at 11 Sep 2023 16:36:43 Training Status	Current Owner	Progress  Cotegory	(Unit	Show Dotails
Reports	Employee Code Generated			Onroll		
Inventory	Started by	Started at 08 Sep 2023 14:33:57	Current Owner	Progress		
	S Shashi - Documents Captured	Training Status	Invite Candidate for Doc Capture	Category Onroll	EUNZ	Show Details
	Started by	Sharted at	Current Owner .	Progress		
	Onroll test Documents Printed	07 Sep 2023 17:46:57 Training Status	Invite Candidate for Doc Capture	Catagory Onroll	EUNE	Show Details
	Started by	Started at 07 Sep 2023 16:34:02	Current Owner	Progress		
	offroitest d Final Hiring Status - Selected	Training Status	invite Candidate for Doc Capture	Cotegory Offroll	Funit	Show Details
Powered by ezeDox		5	Showing 1 to 5 of 305 entries cc	< 1 2 3 4	5 > >>	



## Impact

At the back of a complete digital transformation, bigbasket registered several efficiency gains including,



Access to real-time data around all aspects of frontline workforce lifecycle



Visibility into operational efficiency metrics

## 120,000+ workers onboarded using goBetter

## 750+ sites managed across 10+ regions



### Testimonial

"Working with the goBetter team has been a remarkable experience for us. Their commitment to understanding our needs instilled great confidence in us. We were impressed by their intent and involvement throughout.

Moreover, the implementation phase was incredibly smooth, thanks to the dedicated account manager who collaborated closely with us. We even had direct interactions with their engineering team, ensuring transparency and preventing misunderstandings.

Customization was another highlight of our experience. goBetter tailored their solution to our specific processes, resulting in a platform that perfectly suits our requirements.

goBetter's willingness to understand our unique needs, their transparent and collaborative approach, and their remarkable customization capabilities have made them an invaluable partner in our journey."



Ashwin Ramaswamy Head - Centre of Excellence, bigbasket



**(**\*

Expanding to 500+ cities across APAC and GCC from India

