



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.

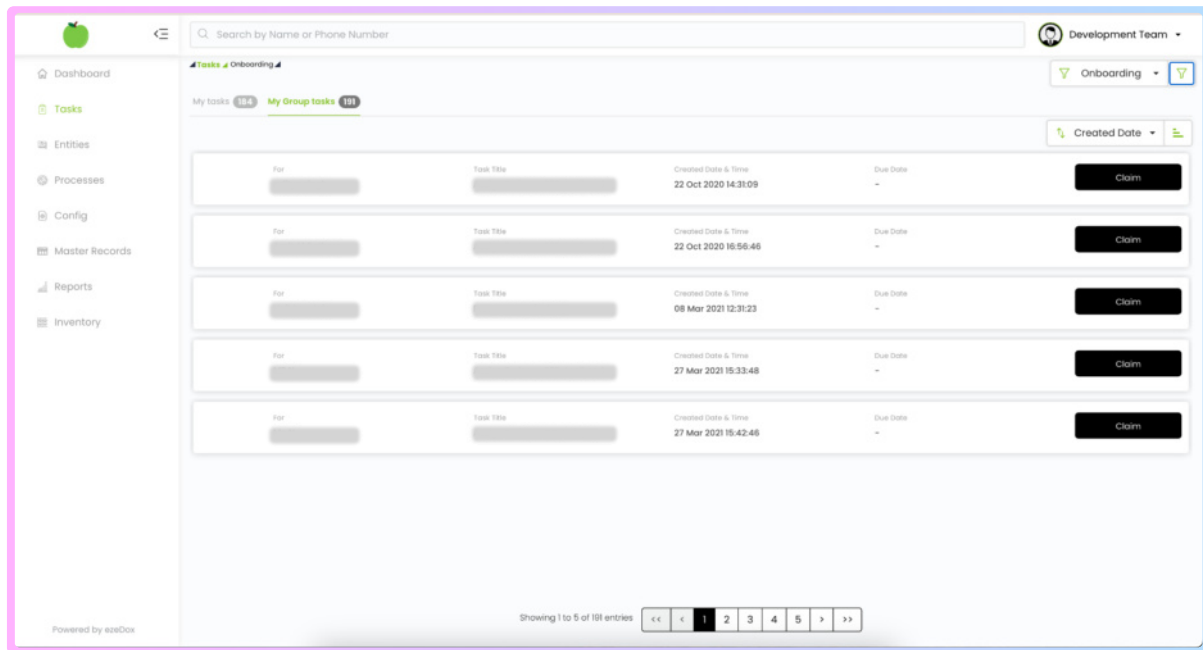
Progressive Web App for seamless onboarding:

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

The image shows two mobile phone screens displaying the 'Fill Basic Details' form in the goBetter Progressive Web App. The left screen shows the top half of the form with fields for Candidate Name, Aadhaar Number, Phone Number, Father's Name, Gender, Date of Birth, Age, and Role. The right screen shows the bottom half of the form with fields for Business, Select EUnit, Region, EBranch, EUnit, Attach Resume (with a file upload area), and Remarks. A 'Submit' button is visible at the bottom of the right screen. The app is running on a browser, as indicated by the address bar showing 'bb.codzestage.com'.

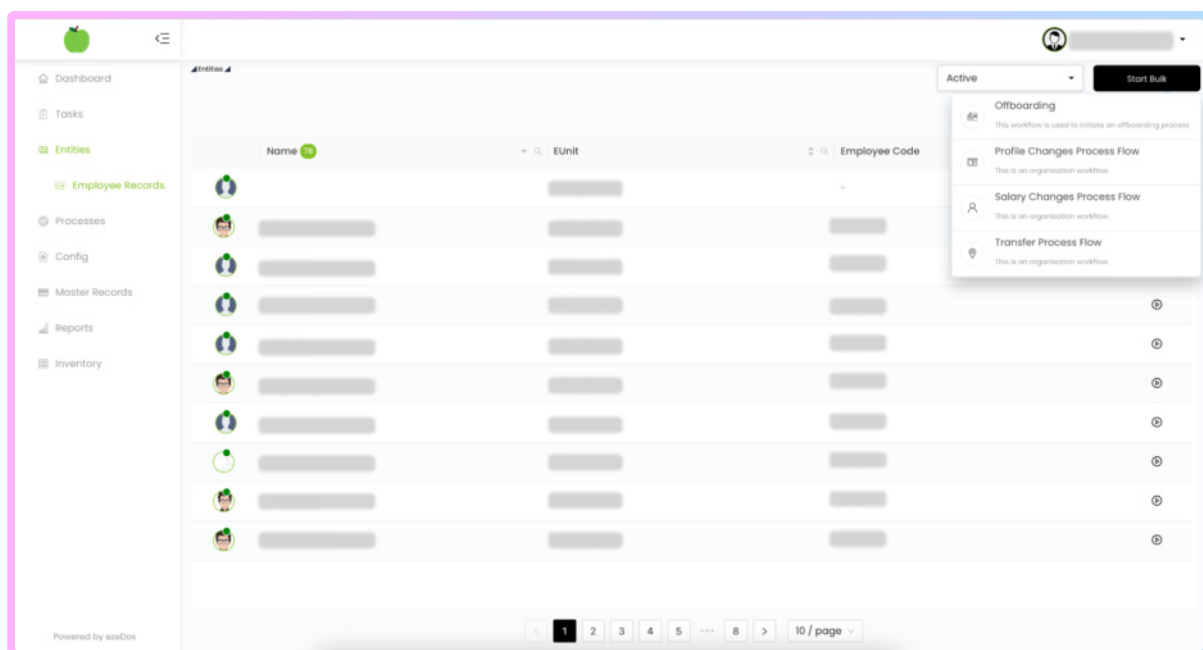
Task Page with Configurable Filters

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.



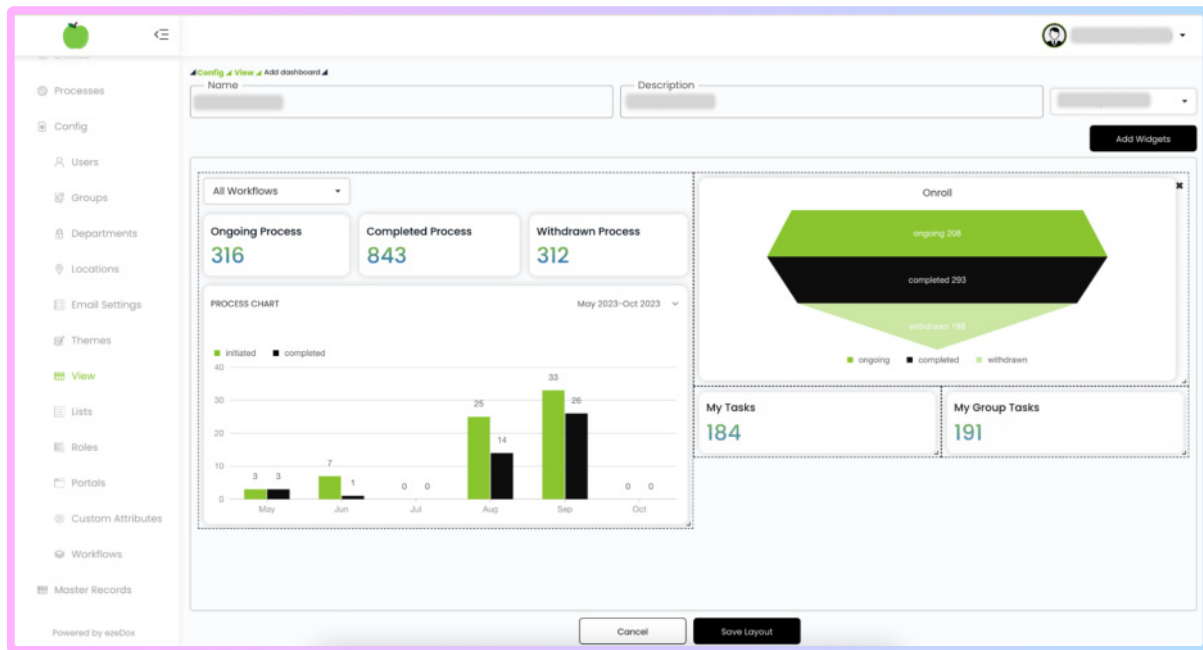
Single source of truth for employee record:

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.



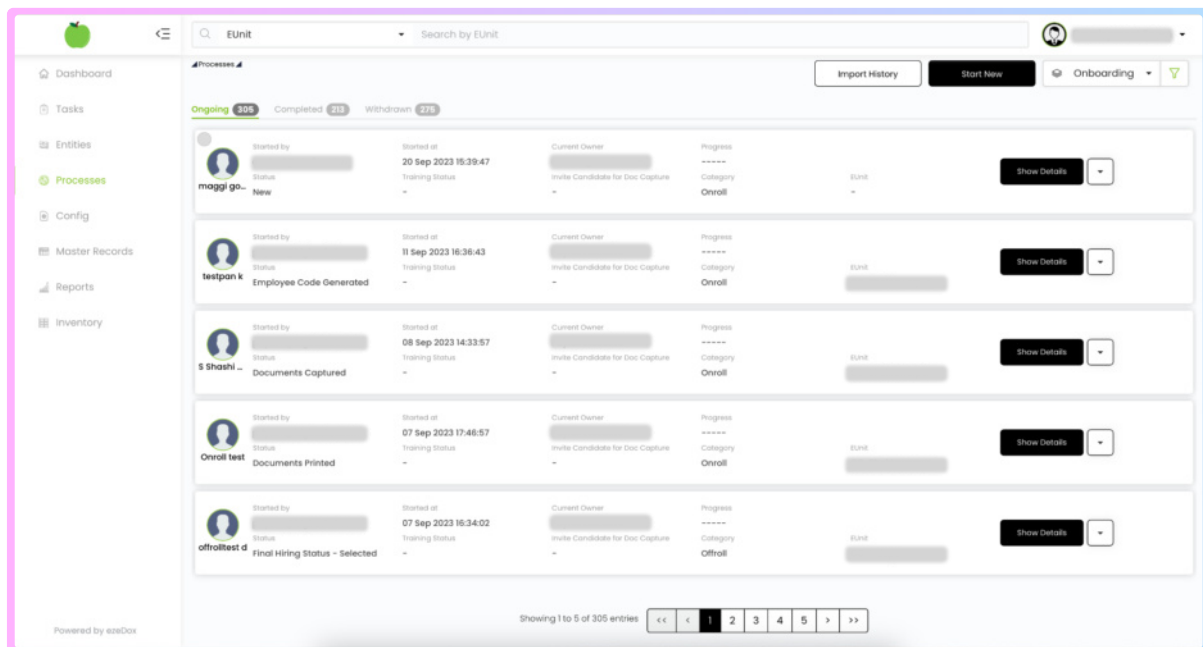
Dynamic Dashboard with Configurable Charts

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.



Detailed Process Page with Advanced Search Feature:

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



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

