



Case Study: Process Interlinkages

Industry: International Property Consultants (IPC)

About: They are high end real estate brokers for HNIs and Ultra HNIs in residential segment in a Tier-1 metro.

Goal: Removal of Dead and Orphan Processes leading to an ad-hoc work approach resulting into failure of achieving sales target.

Results: Satisfactory Delivery of Processes Redrafted with PoA, PoR and PoD to the client and roadmap to implementation as per project brief.

Rol: Undefined as Implementation was owned and internalized by organization HR

Background:

This is one of the projects on which Rushiraj had worked during his pre-Sahay days with one of earlier consulting companies he co-founded. The project was referred to him by one of the former employees at the firm who had been an outstanding performer.

Challenges:

An international property consultant company (*name hidden due to NDA*) had been struggling with sales due to dormant or orphan processes. This being a highly competitive and sales driven organization was dominated by market intel and forging relationships.

Both of this required strong follow-ups and systematic approach to ensure customer retention, customer satisfaction, repeat business as well as swaying the competition.

Approach:

1. Needs Assessment
2. Identification of dormant or orphan processes
3. Defining PoA, PoR and PoD

We spent considerable time analyzing and identifying the reasons behind low process adherence which include IDIs and FGDs with various key stakeholders and process users. We understood their views and duly noted their suggestions. We also deployed surveys to understand the cultural fabric of the organization as it was a key enabler for process implementation. Firstly, orphan processes were scrutinized for their need and either re-distributed or inter-linked with other processes. We re-drafted and improvised existing processes taking all relevant stakeholders in loop in order to improvise compliance.

We drafted a standalone implementation plan as the HR department were supposed to own the process implementation within the organization as directed by the key management personnel.

