BHARAT ALTUM

Where India Works

CASE STUDY · SALES PRODUCTIVITY

how Bharat Altum replaced one-size-fits-all training with brand-specific enablement and a real employee voice - earning exclusive-partner status with some of India's most demanding brands.



CONFIDENTIAL – NOT FOR DISTRIBUTION – ALTUM STAFFING AND MARKETING SOLUTIONS PVT LTD ©

the client

The world's largest leading global apparel and footwear brand - both running large front-end sales workforces across the country.

the challenge

Generic staffing treated every brand and product line the same, when different products demand completely different pitch, sampling technique and conversion skills. Field-sales staff had no clear point of contact for HR queries, and many did not understand their own salary structure, benefits or statutory entitlements. For the rapidly-expanding retail brand, attrition combined with hiring and backfill gaps was pulling leadership focus away from its real priority - business growth.

what they needed

The clients needed a partner who could tailor recruitment, training and engagement to each specific brand and channel; give the field force a genuine voice and support system; and take the entire manpower burden off the leadership team so they could focus on scaling the business.

CONFIDENTIAL – NOT FOR DISTRIBUTION – ALTUM STAFFING AND MARKETING SOLUTIONS PVT LTD ©

the Bharat Altum solution

We rejected the one-size-fits-all model entirely, building brand-specific enablement and a real employee support system - much of it at negligible cost.

- Built brand-specific training modules - distinct product knowledge, sampling technique and conversion skills for each brand and channel.
- Ran employee engagement programs and compliance workshops, giving the field force a genuine voice and clear answers to their everyday questions.
- Established a dedicated point of contact for every employee - solving the “who do I reach out to?” problem that had quietly eroded morale.
- Surfaced and resolved the concerns that mattered most to employees - the majority of which, notably, carried no cost implication at all.
- Piloted with 35% of the workforce, retained the productive talent, replaced non-performers, and freed leadership from manpower worries – the company gave us 100% of their workforce within 12 months.

CONFIDENTIAL – NOT FOR DISTRIBUTION – ALTUM STAFFING AND MARKETING SOLUTIONS PVT LTD ©

BHARAT ALTUM
Where India Works

business impact & outcomes

The result was a more productive, better-informed and genuinely contented field workforce - and enough trust earned to become each client's exclusive staffing and recruitment partner.

- A field workforce equipped with brand-specific skills, not generic training.
- Higher morale and engagement, achieved largely at negligible cost.
- Leadership freed to focus on business growth, not manpower firefighting.
- Trust earned to become the exclusive staffing and recruitment partner.

Brand-specific
training, not one-size-fits-all

35% pilot
scaled to full partnership

Exclusive
staffing & recruitment partner

CONFIDENTIAL – NOT FOR DISTRIBUTION – ALTUM STAFFING AND MARKETING SOLUTIONS PVT LTD ©