

**Construction  
Industry  
Case Study**



**“Strengthening Operations &  
Expanding Market”**

# Introduction

iTalent's **BizGrow** solution is highly effective approach to help its client reach their business goals by focusing on what's most important for business to grow. This solution is aimed at bringing sense of focus & awareness towards reaching organisation's true potential. We reach our aim by ensuring individual employee performance contributes in achieving business objective.

Take a look at our work in helping companies achieve more.



# Construction Industry

A 50 years old construction company based in Central India caught in crisis turned to iTalent for a novel solution to make company cash positive.



## Client's Challenge

- Streamline business to become cash positive
- Build competitive marketing strategy to sell 500+ unsold inventory within 18 months
- Meet quality construction standards with timely delivery by orienting every department & employee towards unified objective.

## iTalent Solutions:

- Conducted extensive audit to identify gaps in strategy, identify process gaps & people practices .Conducted thorough competitive analysis across multiple cities
- Redefined organisational objectives based on business capacity, market growth & construction industry growth trends
- Implemented lean construction practice
- Restructured marketing department which was fundamental gap. Created customer relationship cell to help boost sales through referral. Transited company from paper based process of customer management to digital. Encouraged client to opt for nonconventional marketing channels to sell 1000 unsold inventory without compromising on profits.
- Identified most relevant KPI's for individual employees

## **Impact on Client's Business:**

- Company was turned cash rich & turnover was increased by 38%
- Lean practice implementation lead enhanced quality delivery within targeted timelines for all the projects
- Customer issues reduced by 80% due to lean practices & Customer satisfaction increased by 78%
- Insightful performance reporting & analysis by iTalent helped client increase its employee performance by 40%
- Performance Management boosted employee engagement as they could see their contributions towards growth of company. It also led to low attrition & absenteeism

# Contact Us

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