MG NAREGA

Go4cusotmer.com helped MGNREGA in simplifying the complexities in operational efficiency.

The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is a government body that primarily focusses on the enhancement of the livelihood security of people in rural areas by ensuring hundred days of wage-employment in a financial year to a rural household whose adult members volunteer to do unskilled manual work.

BUSINESS CHALLENGES

MGNREGA with office branches in decentralized locations were finding it bit challenging to keep track on the attendance and working hours of their personnel. All the critical information was scattered over different units due to which it was near to impossible for the client to attain operational efficiency. This caused:

- Lack of proper communication between dispersed centers.
- Attendance Issue due to the lack of online attendance portals
- Delays in completion of projects
- Poor turnaround time in resolving client issues.

They were seeking highly flexible and scalable solution that seamlessly integrates within their existing system and optimize their overall business operations.

BUSINESS SOLUTION

After undertaking extensive market research and in-depth analysis of client's existing business process, Go4customer offered a bespoke solution, which included both inbound and outbound call center services.

We offered MGNREGA with an unmatched inbound solution for seamless management of their business operations, which includes:

SOLUTION OVERVIEW

Organization: MGNREGA
Industry Vertical: Rural Development
Country: India

Organization Profile:

MGNREGA is a government body that primarily focusses on the enhancement of the livelihood security of people in rural areas by ensuring hundred days of wage-employment in a financial year to a rural household whose adult members volunteer to do unskilled manual work.

Business Challenge:

MGNREGA wasn't able to streamline their business operations due which they were:

- Unable to complete projects on time.
- Poor turnaround time in resolving client grievances.
- Unable to expand their market reach.
- Unable to keep track on employees working hours due to lack of proper attendance module.

Business Solution:

Go4custome.com offered MGNREGA:
- IVR Attendance Module
- Toll free services
- Help desk support
- Data management
- Detailed report analysis

Benefits:

- Increased business productivity, operational efficiency and accuracy
- Improved customer relationship with fast turnaround time
- Simplified workforce management.
- Extended market reach.
- Reduced cost, resulting in higher profit revenue

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IVR Attendance Module

A comprehensive business evaluation helped us in formulation of a robust and intuitive IVR attendance module. It enabled the client to keep a track on the mobile workers who don't have immediate access to the Internet. This strategically designed workforce management tool helped them in reducing down their labor cost, boosted data entry accuracies, and accelerated the payroll process.

Toll Free Services

Another major problem that client was facing scattered information due to dispersed location that delayed project completion and timely resolution of customer queries. Go4customer.com completely understanding the scenario suggested them to use the most effective marketing tool that is toll free number provision. With our 24x7 toll free support services, the client is able to collect required data and evaluate how their target audience is responding to National Rural Employment programme.

Help desk support

The client wasn't able to connect their target audience in a right manner due to lack of proper technology and infrastructure. We offered them help desk support services to efficiently manage customer and technical assistance support services for their prospective and existing customers.

Data Management and report analysis

After detailed consideration on client's concerns regarding scattered data, we first assisted them by meticulously collaborating and managing their critical data related to query resolution, follow-ups and lead generation. Detailed reports are sent across to the concerned department.

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BUSINESS BENEFITS

Go4customer.com helped MGNREGA in quick and efficient integration of real-time solutions, resulting into:

- Increased business productivity, operational efficiency and accuracy

- Simplified workforce management

- Improved customer relationship with fast turnaround time

- Extended market reach.

- Reduced cost, resulting in higher profit revenue

THE CONCLUSION

With our highly customized inbound and outbound call center solutions, the client is now able to swiftly and efficiently respond to their business requirements with greater accountability, increased ROI, and improved management of business operations. They are able to reinforce their connection not only with the existing clients, but also with the targeted audience.

Go4customer.com is a flagship of Cyber Futuristic India Pvt. Ltd. that primarily focusses on offering world-class inbound, outbound, web-enabled, and market research services to businesses across the globe.

Know more about Go4customer, visit us at   **http://www.go4customer.com**